



Lexter Ljuddesign

Some words from Åhléns City Stockholm:

“On 25 September 2014, The Children’s World opened on the top floor of Åhléns City Stockholm. A new children’s department that takes us on an imaginary expedition with inspiration from Scandinavian fairy tales and nature. The idea is to give both parents and children a shopping experience with focus on playfulness, interaction and inspiration.

The idea was born from two customer surveys where Åhléns wanted to examine how their customers behaved in the existing children’s department, and how the customers wanted the department to look and function in the future.

‘From the result we understood that there was a request for a children’s department that encourages playful learning, where children may be creative and act independently without pointers,’ says Daniel Karlsson, Store Manager at Åhléns City Stockholm.

‘We wanted to encourage the joy of discovery and for the children to feel the tingling sensation of finding something that not everyone knows about. That’s why we have built the department as a thrilling treasure map – surprising and fun. Now that the new children’s department has been open for a couple of months, we can conclude that the sound design really adds another dimension to our customers’ shopping experience.’ Daniel Karlsson continues.”

