



INTERNATIONAL
ASSOCIATION
OF DEPARTMENT
STORES

Sharing Retail Management Experience since 1928

Oslo RETAIL TOUR

(May 2022)

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DEPARTMENT STORES



STEEN & STRØM
DEPARTMENT STORE



Exterior view – Steen & Strom street views





Exterior view – Bottega Veneta, Burberry, Steen & Strom





Exterior view – Steen & Strøm





Exterior view – Valentino, Balenciaga





Exterior view - Hermès



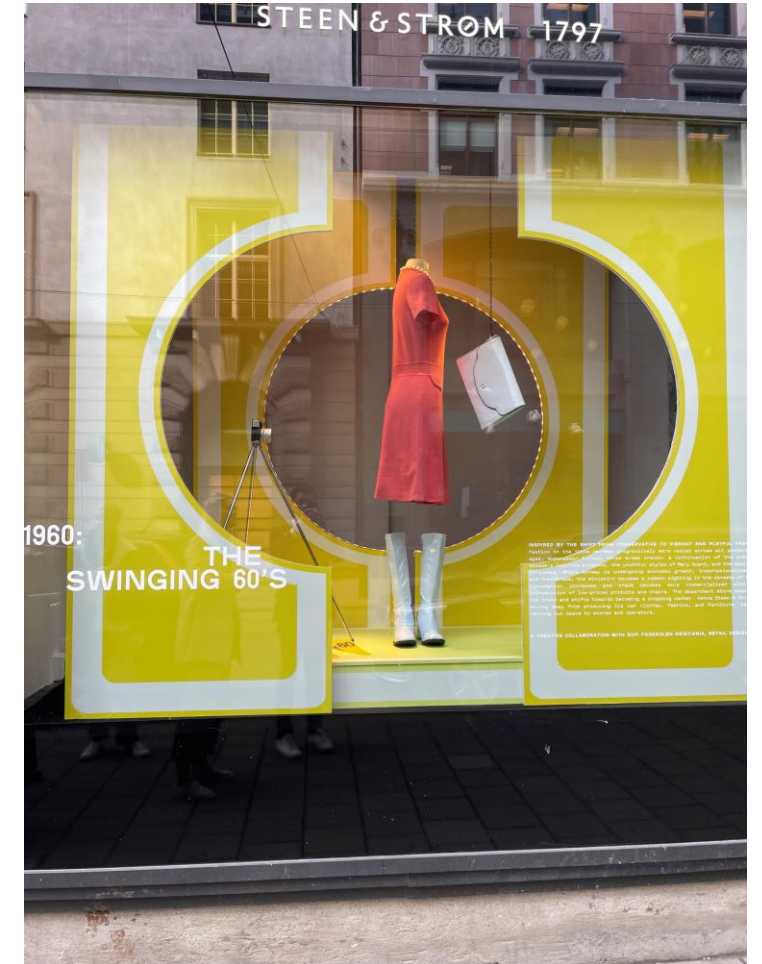


Exterior view – celebratory window display





Exterior view – celebratory window display



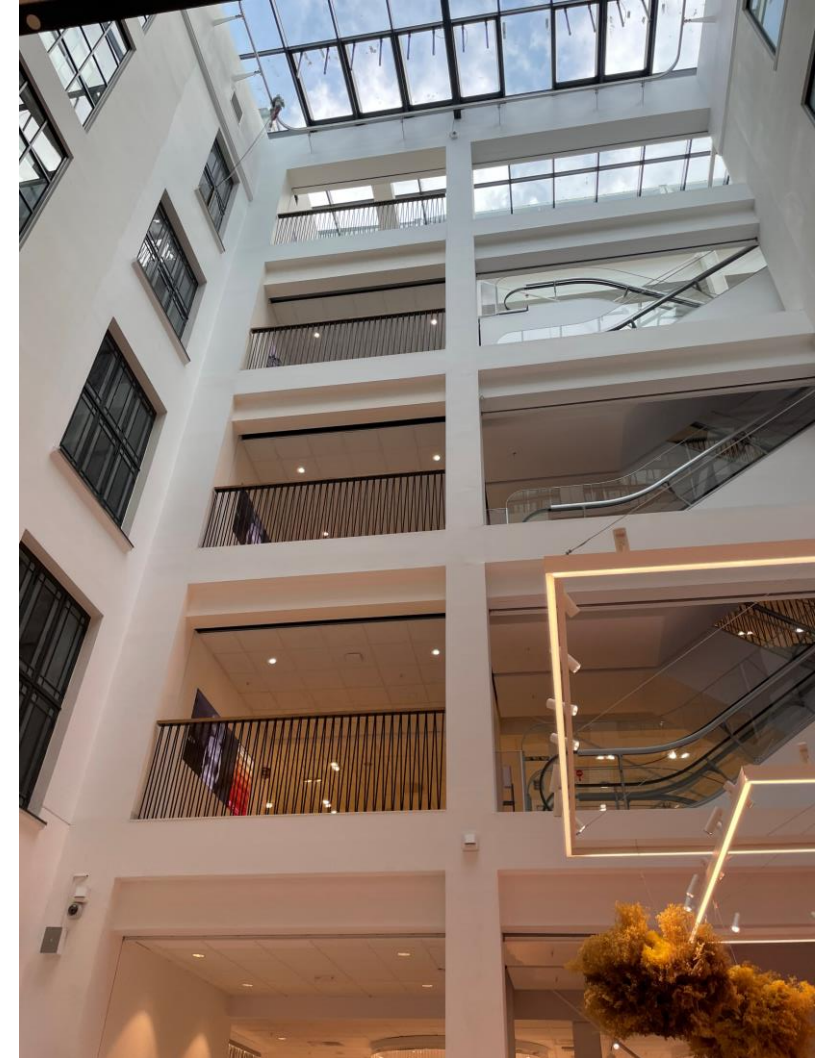
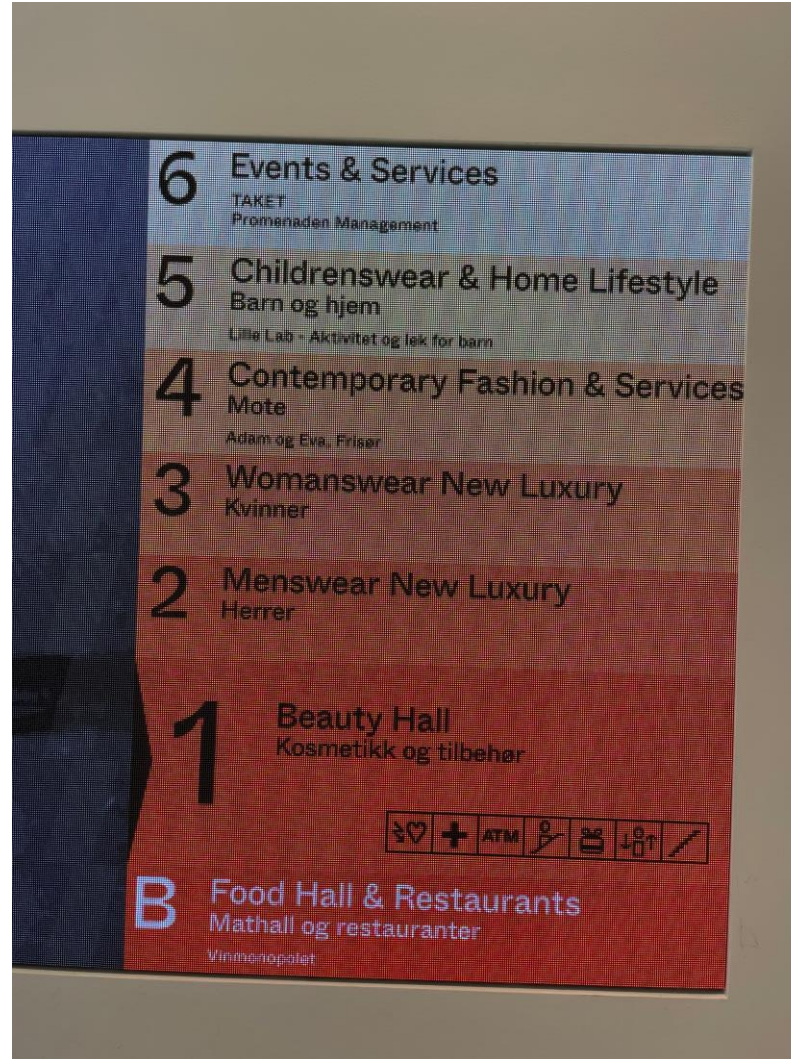


Exterior view – exterior window displays





Interior - all floors



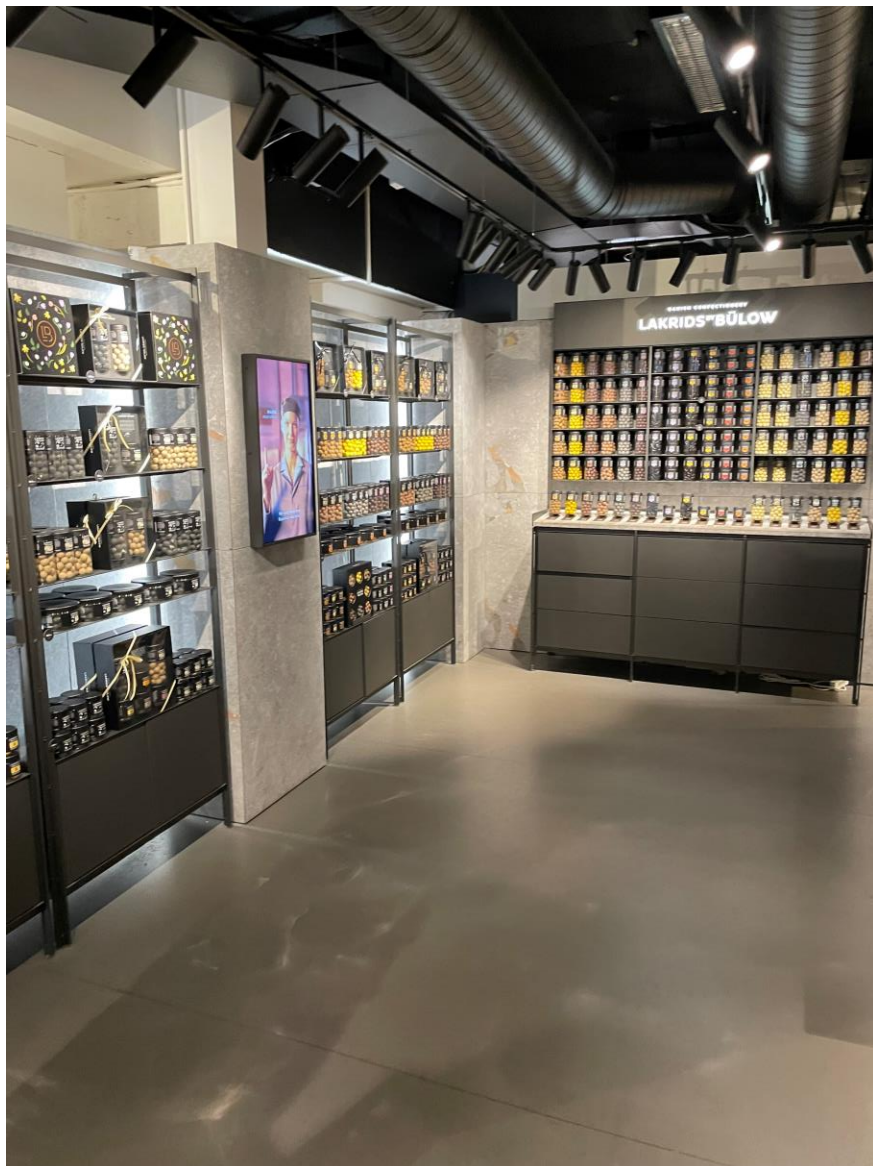


Basement – food hall entrance





Basement – delicacies, restaurants





Basement – supermarket check out



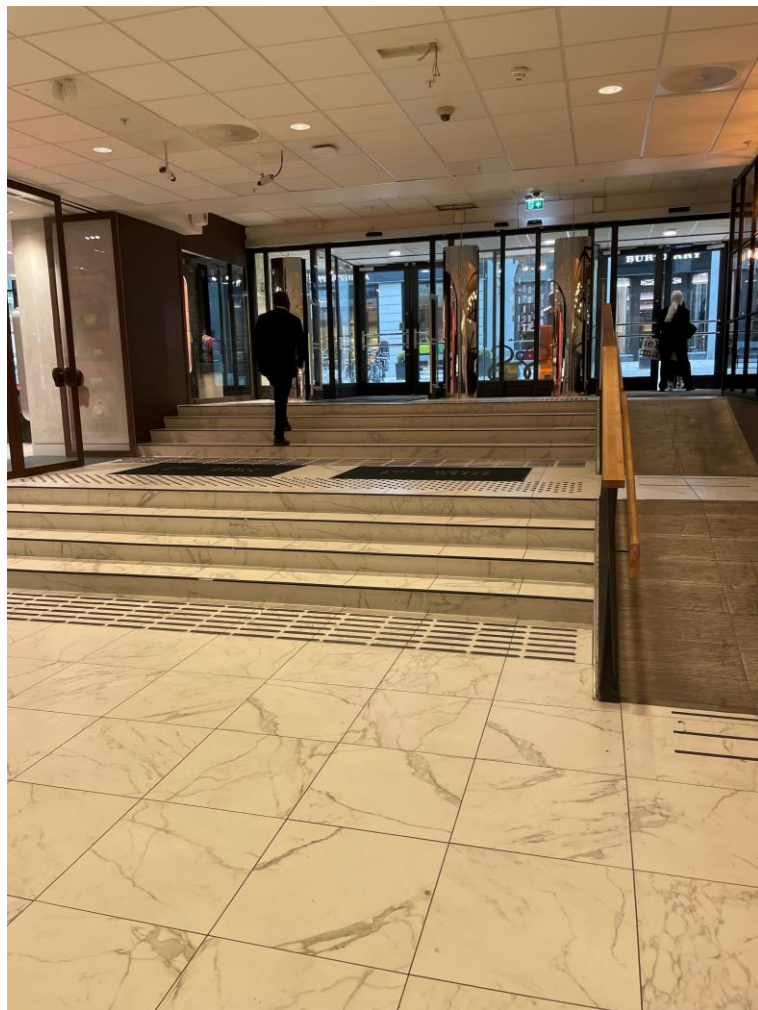


Ground floor – Varsity shop-in-shop for high end caps





Ground floor – entrance on Karl Johans gate





Ground floor – beauty department internal entrance



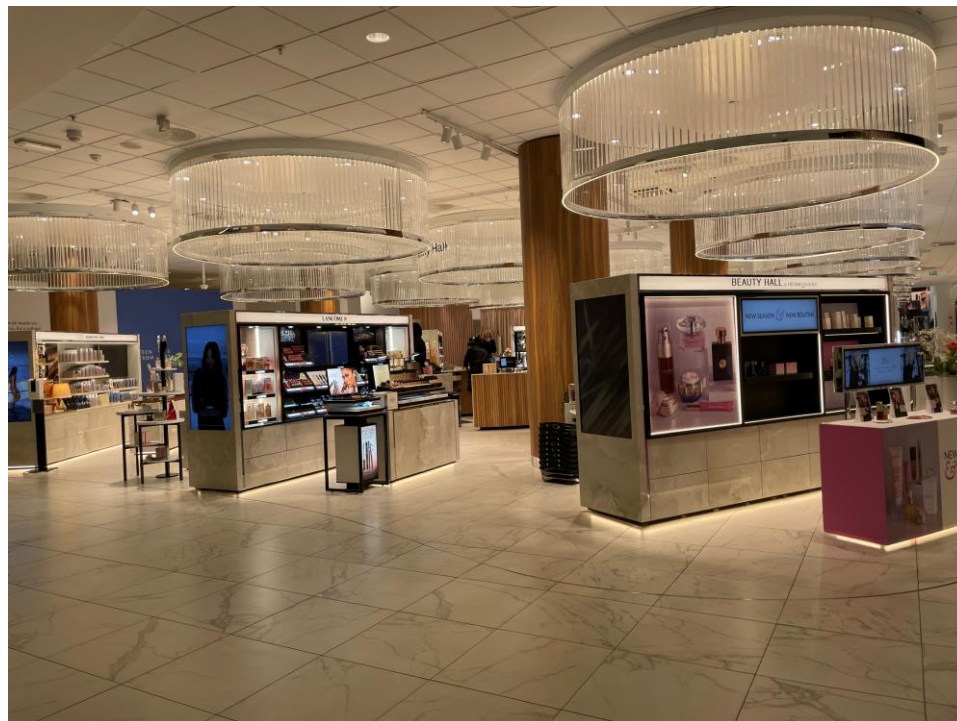


Ground floor – exterior entrance to beauty department



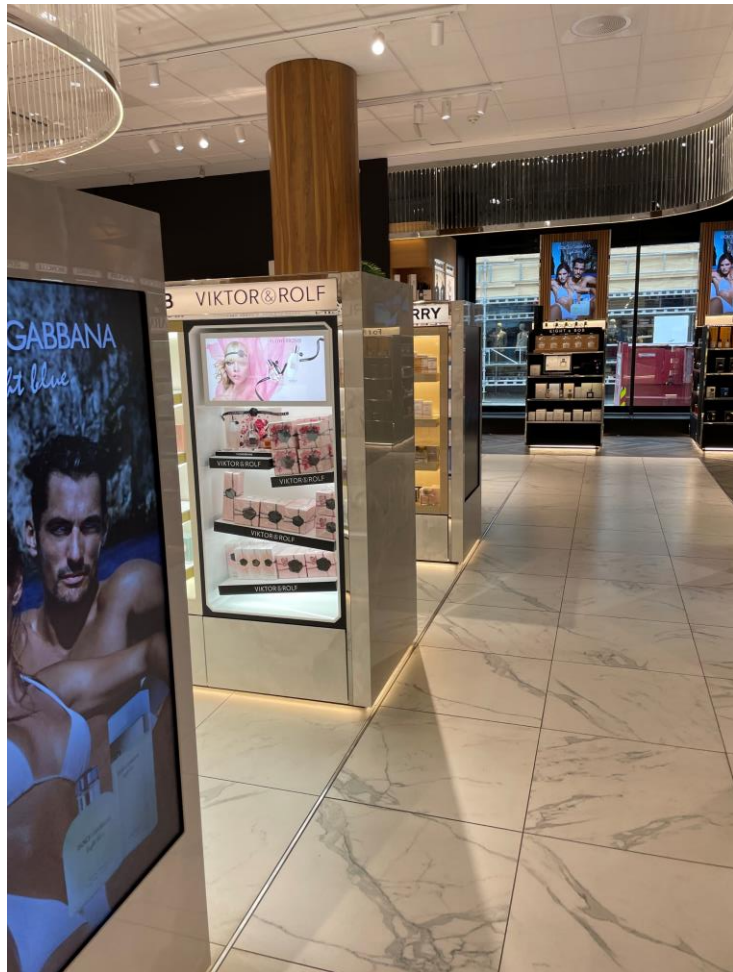


Ground floor – beauty department



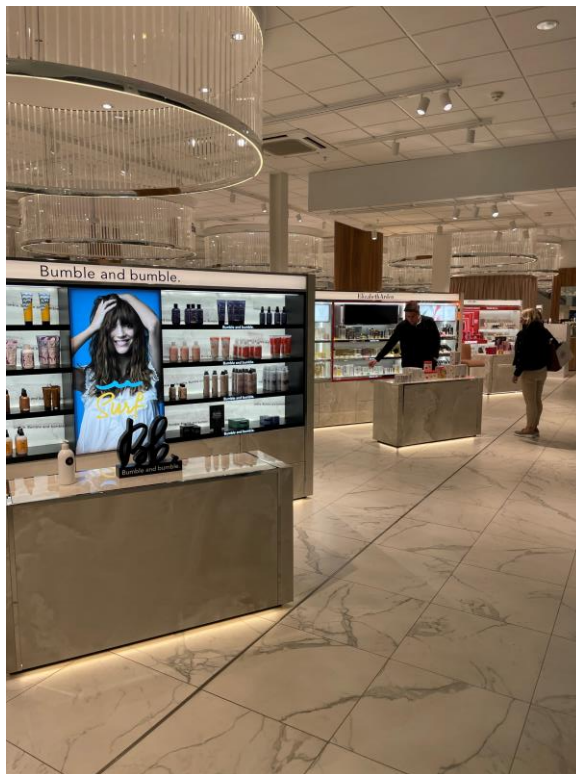


Ground floor – beauty department





Ground floor – beauty department





First floor – multi-brand concept (Collage), men's new luxury





First floor – men's formal wear and new luxury



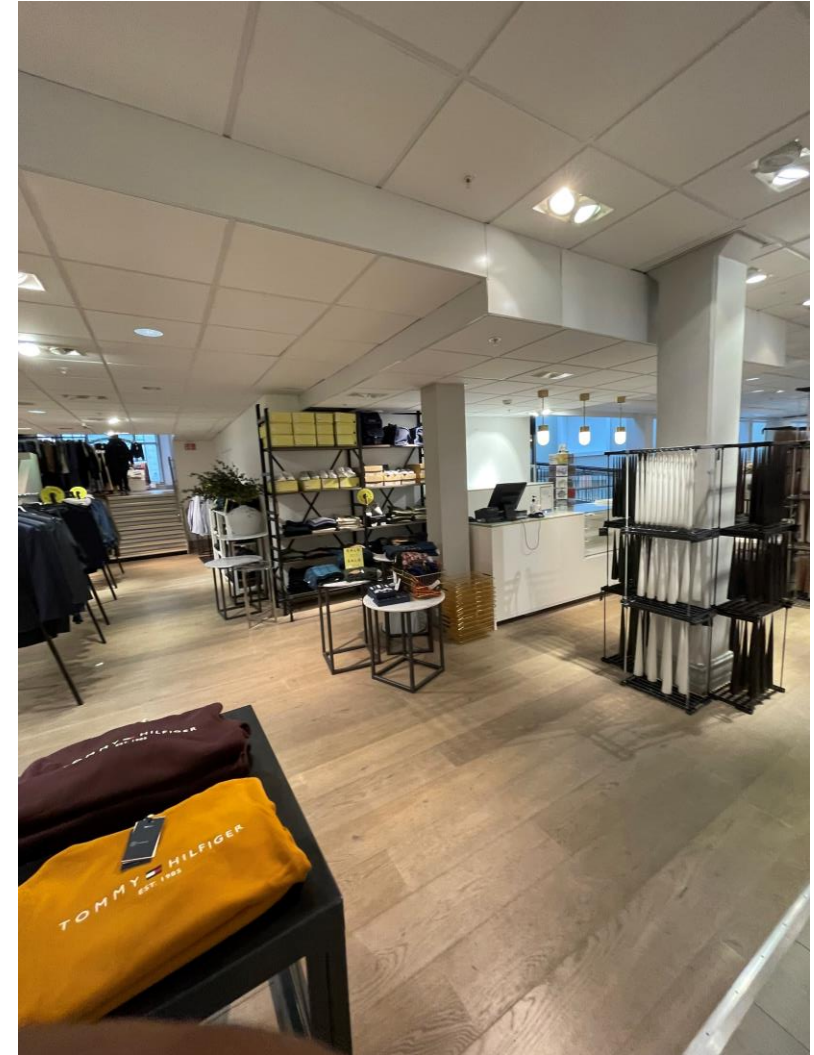


First floor – men's new luxury



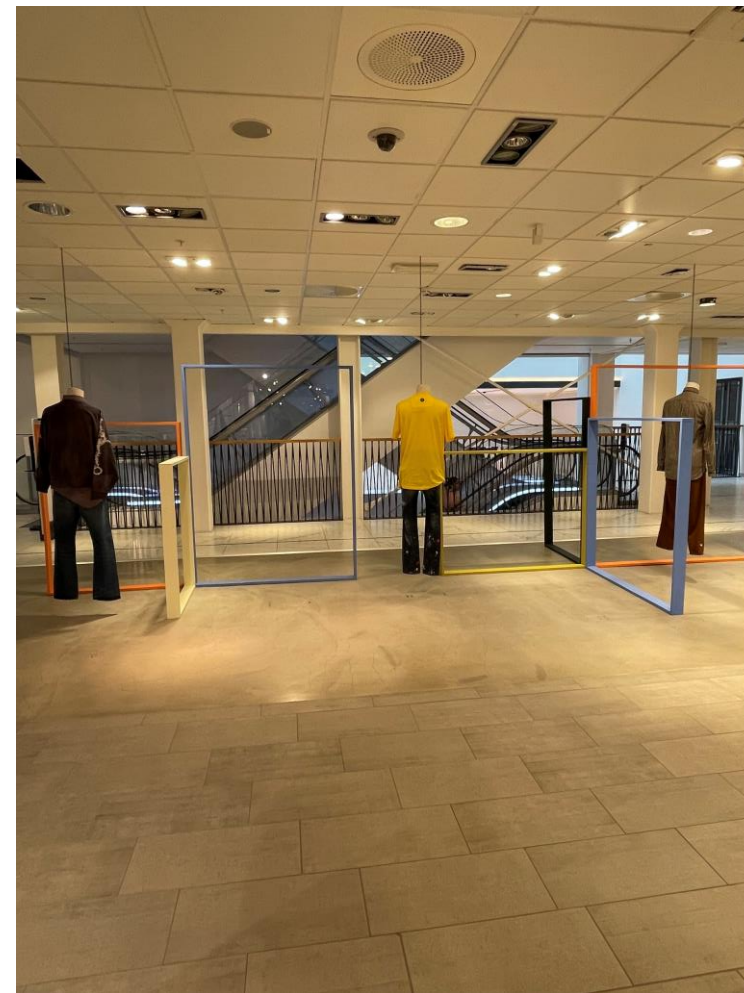


First floor – men's underwear, socks, sale





First floor – men's new luxury, men's entrance



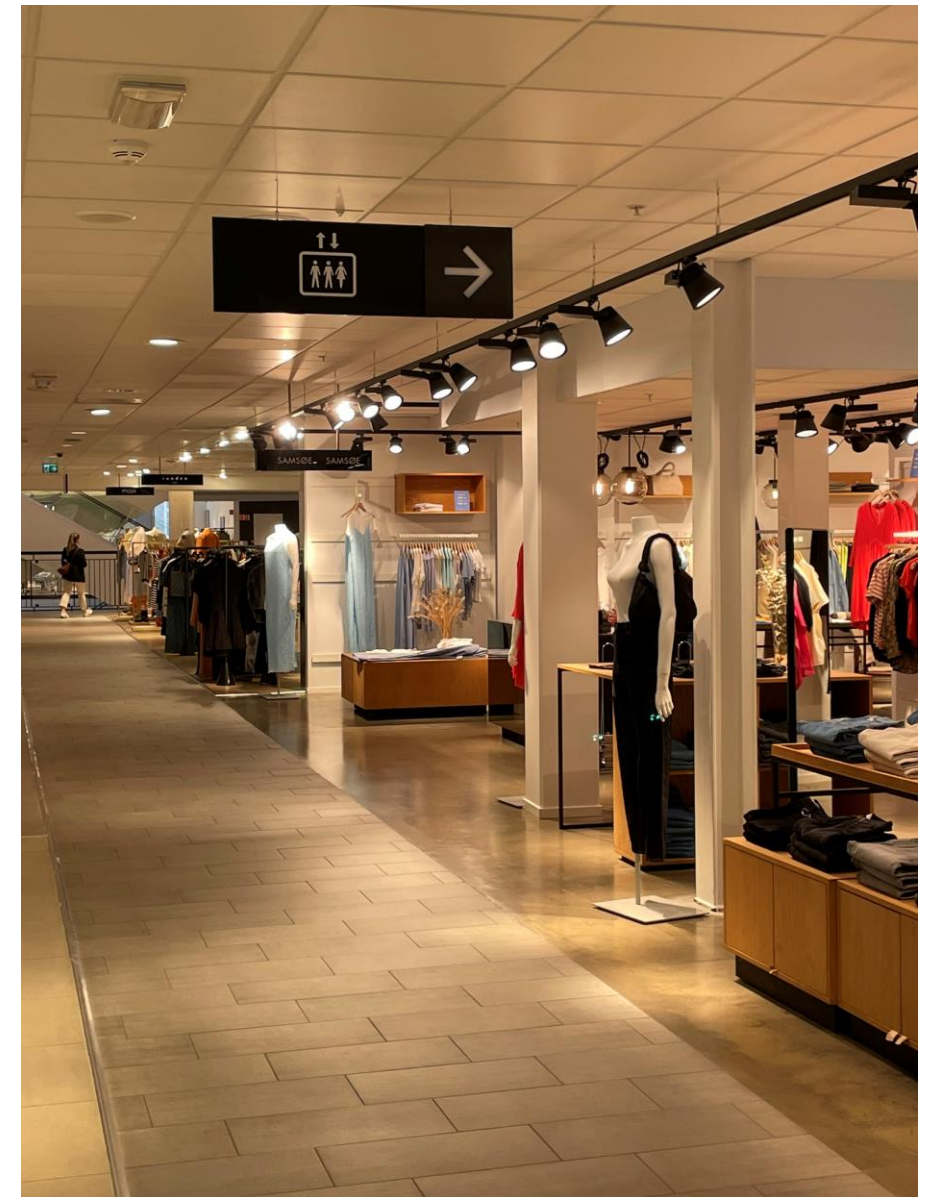


Second floor – women's new luxury contemporary



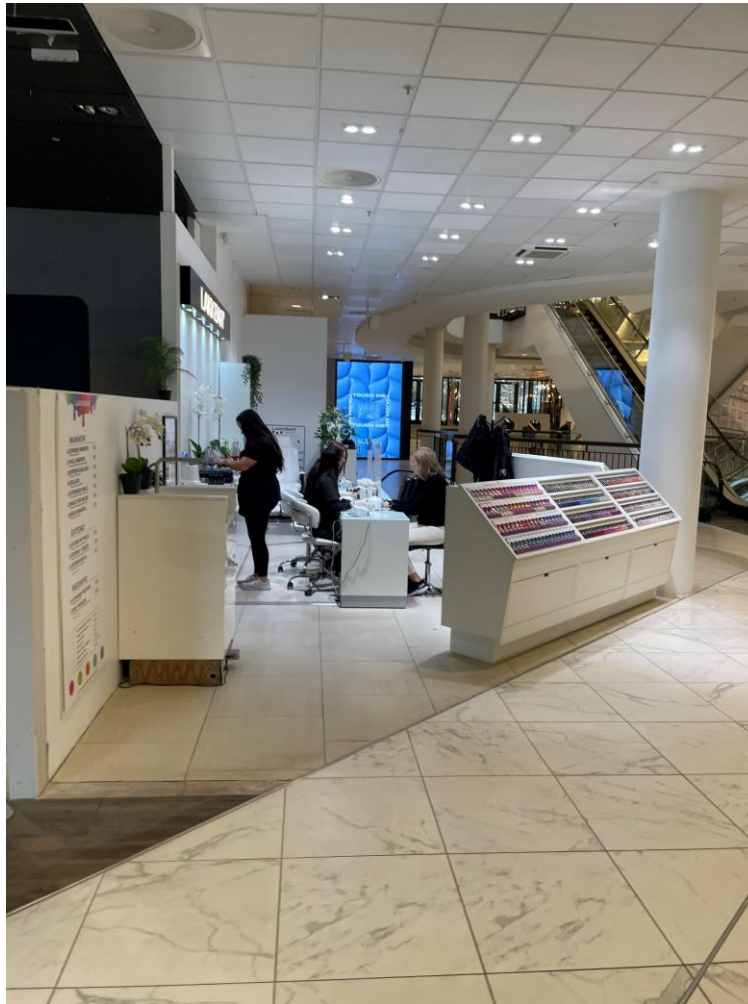


Second floor – women's new luxury





Second floor – salons, women's new luxury





Third floor – women's contemporary fashion



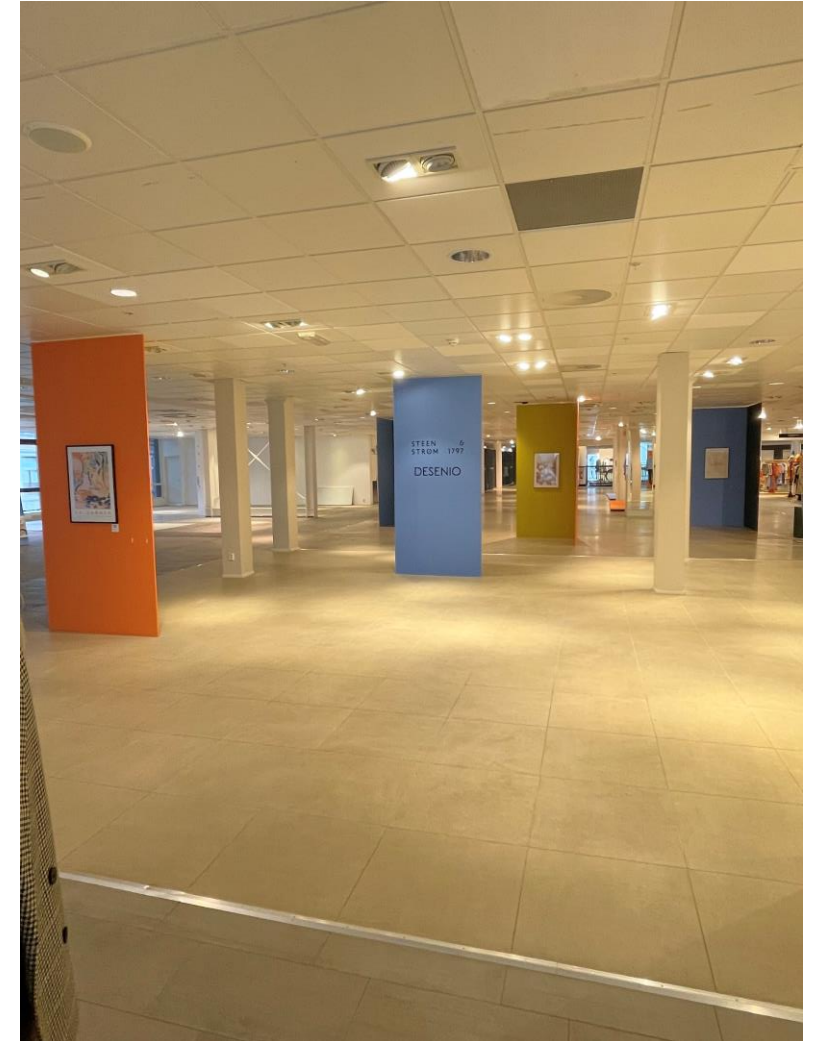
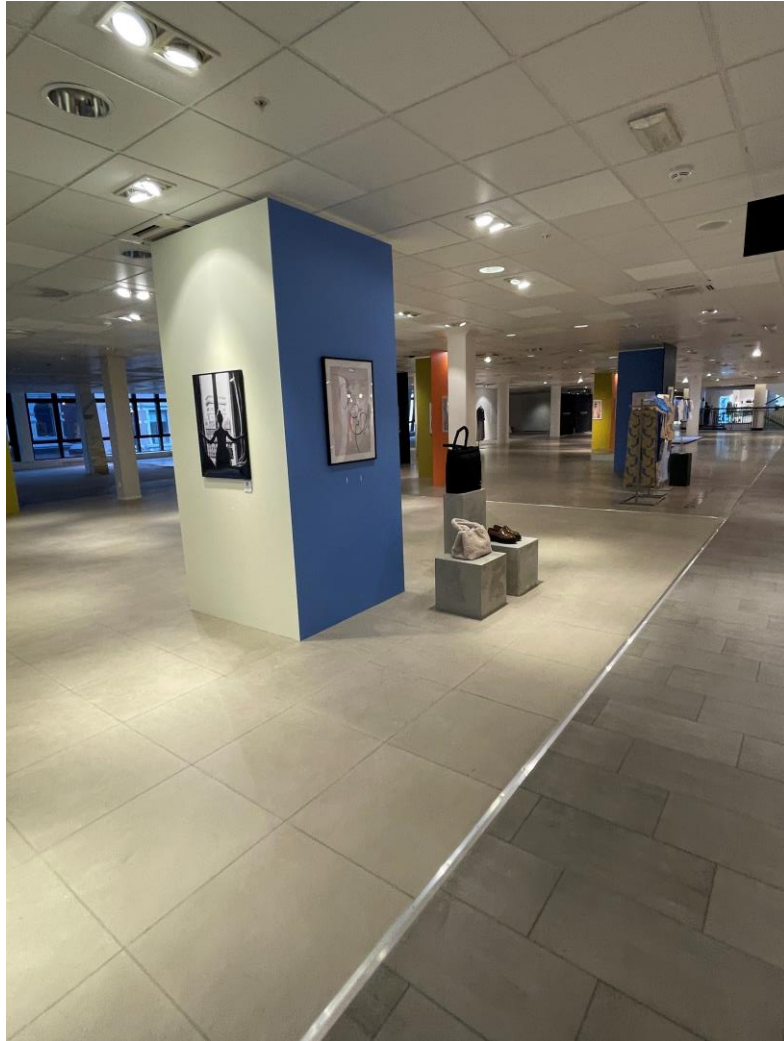


Third floor – bridge entrance to separated outlet section





Fourth floor – exhibition space, unfinished

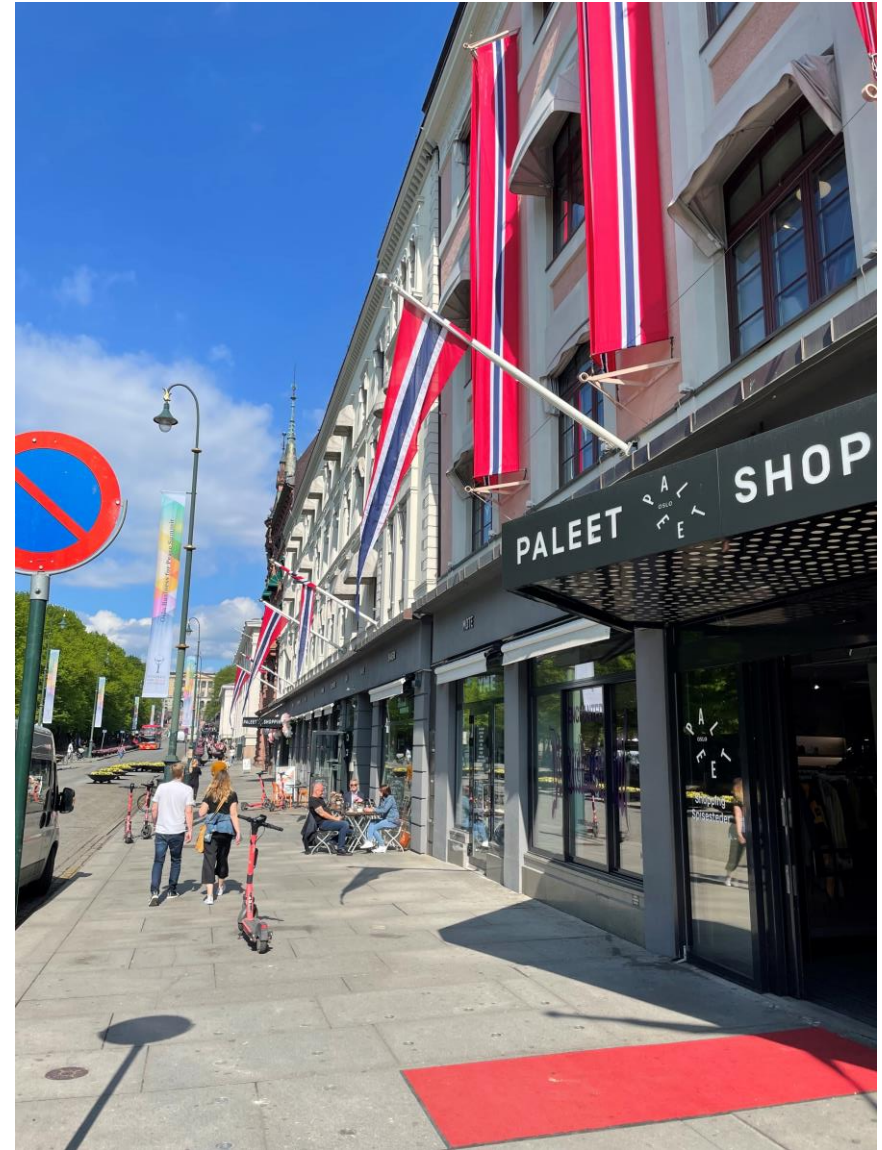




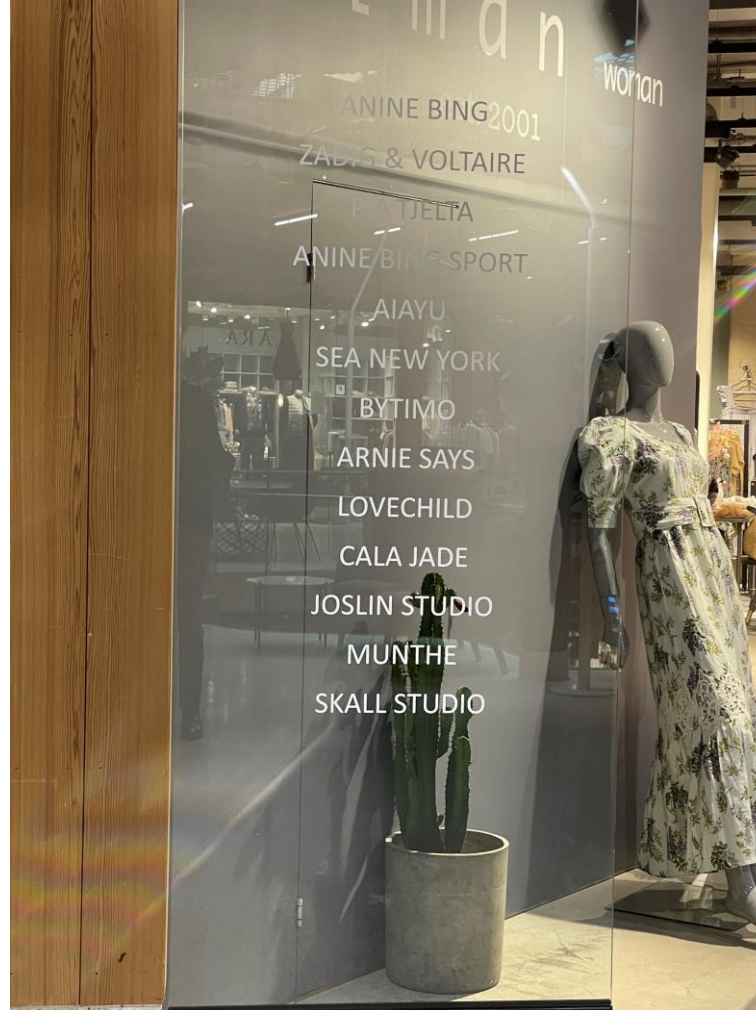
OTHER STORES

The logo for PALETTA OSLO features the word "PALETTA" in a large, dark blue, sans-serif font, with each letter tilted at a different angle. The word "OSLO" is centered below "PALETTA" in a smaller, dark blue, serif font.

Exterior view – store front



Exterior windows – window displays, list of brands



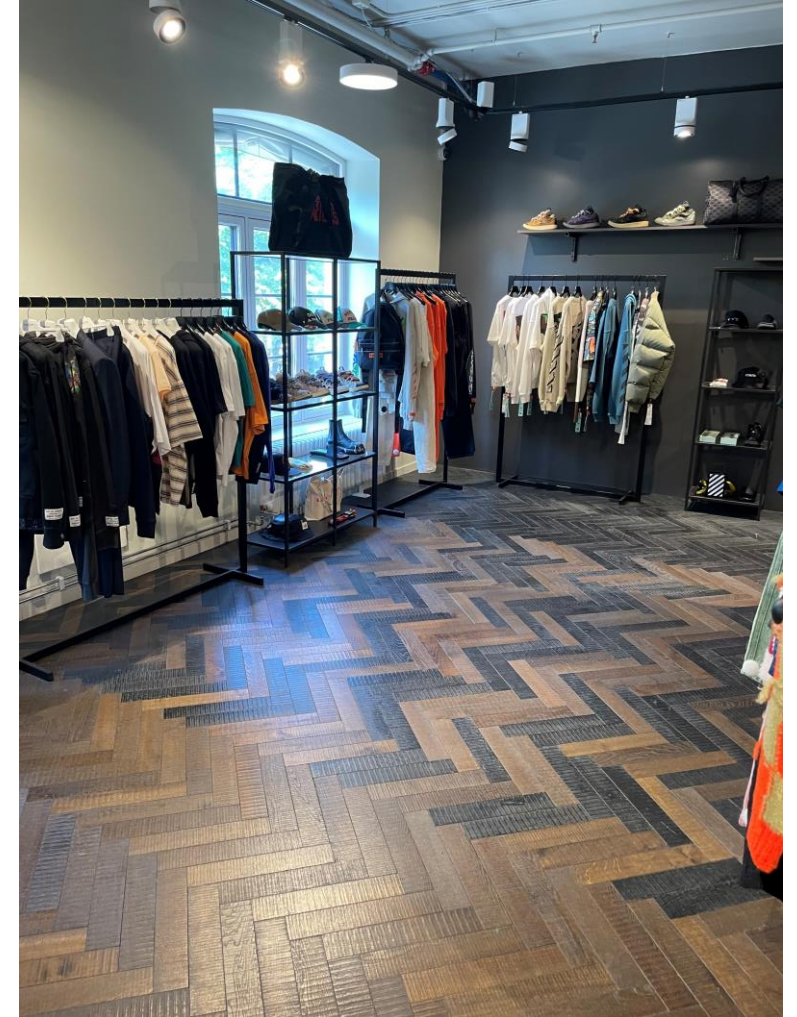
Ground floor – mall general entrance



Ground floor – home & misc. entrance



Ground floor – Hoyner men's fashion



First floor – Hoyer entrance women's fashion



IADS

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