

PRESS RELEASE

Ingka Centres unveils new consumer brand – Livli

- The arrival of *Livli* reflects the ongoing ambition to create and transform our European destinations into meeting places that go beyond shopping and bring value to local communities.
- In Swedish, the word *Livli* means something that is full of energy and joy. It expresses our aim to be warm, welcoming, active, and full of life.
- The first location to adopt the new brand, Livli Kungens Kurva in the greater Stockholm area, Sweden, is now undergoing an ambitious transformation into a vibrant, mixed-use destination.

Stockholm, Sweden, October 14th: Ingka Centres, part of the Ingka Group that also includes IKEA Retail and Ingka Investments, has today announced the launch of a new consumer brand for the European market: *Livli*.

The arrival of Livli enriches Ingka Centres' portfolio of brands, which already includes Livat in China and Lykli in India, as well as Hej!Workshop, Saluhall and Circuit. *Livli* reflects the ongoing ambition to transform European destinations into vibrant, community-led meeting places that are sustainable, playful, and enjoyable.

"I'm so excited to welcome Livli the newest, bright addition to our family of brands! With Livli, we celebrate the vibrance of people and places. It's about experiences that are engaging, and meaningful. The new name expresses our aim to be warm, welcoming, active, and full of life. It's the feeling we wish everyone to have when spending time with us."

- **Matt Drage Communication and Marketing Director at Ingka Centres**

The first destination to adopt the new name - Livli Kungens Kurva – is now undergoing an exciting transformation to offer many people of the greater Stockholm area an enhanced space to grow, work, play, eat, and connect.

"The introduction of Livli is a landmark moment for Ingka Centres! The new brand name is full of energy and joy, perfectly resonating with how we create our meeting places. As we anticipate evolving consumer needs for physical meetings¹, our Livli brand will offer new kinds of leisure and retail experiences that are sustainable, engaging and playful."

- **Sebastian Hylving, Global Expansion & Development Director at Ingka Centres**

The strong, community-focused, mixed-use destination is expected to be seamlessly connected with IKEA. The ambitious vision of a 10-year development plan for Livli Kungens Kurva includes a lively, 24/7 district for residents with live-work-play and retail experiences. It will feature a sustainable, mixed-use scheme based on nature-inspired design principles to enhance visitors' well-being.

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About Ingka Centres

¹ [Life in Communities Report by Ingka Centres](#)

Ingka Centres is part of the Ingka Group (which also includes IKEA Retail and Ingka Investments). Ingka Centres has over 50 years of experience in shopping centres and currently collaborates with over 2,000 brands within its portfolio of 36 shopping centers in 13 markets. The company hosts more than 271 million visitors each year at its IKEA-affiliated venues. Ingka Centres create their meeting places in collaboration with the local community as well as their partners and tenants to ensure that they become destinations with emotional significance that add value and build social community.

More information: [LinkedIn](#), [Facebook](#), [Twitter](#).
<https://www.ingkacentres.com>