

Clas Ohlson is the second store chain worldwide to host Google's new global store concept

Google has opened a shop-in-shop in the Clas Ohlson store on Drottninggatan in Stockholm. Clas Ohlson will therefore be one of the first retail chains in the world to host Google's new shop-in-shop concept. Together, Clas Ohlson and Google will help the customer to simplify their everyday lives by making the smart home more understandable and accessible.

In Clas Ohlson's store on Drottninggatan in Stockholm, Google is now opening its new store concept, which will be the second of its kind in the world. The long-standing cooperation between the parties is why Google decided to try out its new concept at Clas Ohlson.

“It is inspiring to be among the first in the world with this new concept. I think this will benefit all co-workers in the store who will get an even better understanding of smart home products, and especially Google. Having specially trained staff on site, to ask and learn from, is both educational and reassuring. The better understanding we have of the product features, the easier it is to explain the benefits and the value of what we sell to the customer”, says Fredrik Uhrbom, Country Manager Sweden at Clas Ohlson.

“The smart home has grown incredibly and continues to grow. Through the new shop-in-shop concept, Google and Clas Ohlson wants to show customers that it doesn't have to be complicated to get started and simplify their everyday lives with the help of smart products. Customer accessibility is everything”, says Morten Grundtjernlien, responsible for Google Store Operations in the Nordic region.

The Google shop-in-shop in the store on Drottninggatan opened a few days ago.

Google Home

Google Home was launched on the Swedish market on October 24, 2018. The speaker comes with the built-in and voice-controlled Google Assistant. By saying "Hey Google" or "Ok, Google" followed by a voice command, it can help you turn on music, turn on or off lights and much more.



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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com to read about our passion for simplifying life in all kinds of homes.