



07-10

Realtor check

Stockholm's new generation of estate agents

07 FANTASTIC FRANK ▲

Stockholm has enjoyed a property boom for the last decade, but Tomas Backman, creative chief and partner of estate agency Fantastic Frank, takes nothing for granted. Instead, his agency, opened just over a year ago, takes a novel approach. 'While traditional estate agents aim to reach out to as many people as possible, I believe that if you work out your target audience, you'll not only guarantee a sale, but will achieve a higher price,' he explains. Properties are given a distinct personality through thoughtful styling using flowers, food and even models, while the photography is refined. The images are circulated not only to property sites, but to design blogs, interiors magazines and social media with the aim of finding the people who will love a particular property. As Backman points out, 'in the end, only one person is going to buy it'. www.fantasticfrank.se

Photography: Johan Fowelin. Illustrator: Eoin Ryan

08 EKLUND

When Eklund Stockholm New York's ritzy HQ opened in 2010, Stockholmers looked on proudly. Founder Fredrik Eklund, from a family with links to Sweden's royals, and with a previous career in adult films under the nom de porn Tag Eriksson, has both status and glamour. A ruthless networker, he pin-balls his way between cities, creating the first truly unique global real estate firm in Sweden. www.esny.se

09 ILIVESTHLM

IliveSthlm is all about staying close to home and appreciating Stockholm for all its character and charm. The agency prides itself on knowing how Stockholmers live and has spearheaded the industry's move to new ways of marketing, first with easy-to-use phone and tablet apps, and also by pioneering the use of personal blogs to sell and let property. www.ilivesthlm.se

HOUSE CROWD

Above, Tomas Backman (seated in a chair, centre) and the team behind his estate agency Fantastic Frank. Their innovative approach to marketing properties calls both for professional stylists (Maria Wahlström and Sofie Ganeva, both seated, left) and a creative director (Carl-Axel Wahlström, seated on the floor, front left)



Preservation order
Saab

In the past three decades, Saab, one of Sweden's most accomplished brands, has bounced from US to Dutch ownership, shedding its distinctive, quirky design qualities. Saabs became blander, their cultish allusions to aeronautical design and robust engineering slipping away. Now, mired in debt, the company looks to have finally lost the fight, although new models are cued up, almost ready to go. Only a financial fairy godmother can save this once brilliant brand. www.saab.com

Wallpaper*