

Stockholm's new Ruby Frida hotel pays tribute to Sweden's iconic pop music heritage

Ruby Frida, the first Scandinavian hotel from IHG's Ruby brand, officially opened in Stockholm on June 16. Located in the vibrant Kungsholmen district, the new hotel draws on the city's 1960s pop heritage, adding a retro-inspired new beat to Stockholm's world-renowned music scene.



Image: Jewel Frida Hotel (original image available via media@ruby-hotels.com)

Housed in a meticulously reimagined **1960s landmark**, Ruby Frida is part of a dynamic mixed-use development featuring offices, retail and restaurants. The hotel's design celebrates the “**Swinging Sixties**” — a transformative era when Stockholm's modernist architecture and emerging pop culture began to reshape the city. Interiors blend Scandinavian modernism with the era's unconventional energy, featuring warm wood finishes, geometric forms and vintage-inspired details.

A soulful stay in the heart of Kungsholmen

True to Ruby's “Lean Luxury” philosophy, the 187-room hotel focuses on what cosmopolitan travelers value most: a central location, character-rich design and high-end essentials. Rooms — available in Cosy, Lovely and Wow categories — serve as soundproofed urban retreats, each equipped with Marshall amplifiers and Bluetooth speakers. Rates at Ruby Frida start at SEK 1,100 per night, excluding breakfast.

Beyond the rooms, a 24-hour bar serves everything from barista coffee to signature cocktails, while the “Mystery Garden” offers a lush rooftop retreat. Guitar enthusiasts can even borrow an electric guitar and start their own jam session.

At the crossroads of music history

Ruby Frida's location near Fridhemsplan adds another layer to its music story. Just around the corner is the site of the legendary Cheiron Studios, where producers including Max Martin helped create global hits for artists such as Britney Spears and the Backstreet Boys — and helped establish Stockholm as one of the world's most influential pop music hubs.

Explore the Sound of Stockholm.

Visitors staying at Ruby Frida are perfectly positioned to explore the capital's vast musical landscape:

- **[ABBA The Museum & Backstage Hotel](#)**: Located on the leafy island of **Djurgården**, the museum features original costumes and holographic performance technology. Sharing the same building is the **[Backstage Hotel](#)**, where the room designs are inspired by the textures and drama of the theatre.
- **[Hotel Rival](#)**: Situated in the heart of Södermalm, this boutique hotel is owned by ABBA's **Benny Andersson** and features its own theatre for live performances and film screenings.
- **[The Avicii Experience](#)**: An emotive tribute to the life and work of the legendary DJ and producer, **Tim Bergling**.
- **[The Swedish Museum of Performing Arts](#)**: An interactive space where visitors can compose their own tracks and explore the worlds of dance and theatre.
- **A Paradise for Vinyl Hunters**: From the city centre's **[Bengans](#)** (the city's largest record store) to the metal mecca of **[Sound Pollution](#)** in the Old Town, the city is a haven for collectors. Other local favourites include **[Snickars](#)** for electronic music, **[Pet Sounds](#)** for indie rock, and the secondhand treasures at **[Mickes](#)** in Hornstull.

Ruby Frida is located just 10 minutes from Stockholm Central Station via public transport and 40 minutes from Arlanda Airport via direct airport coach. Room rates start from SEK 1,100 per night (excluding breakfast).

For more information or to book, visit www.ruby-hotels.com.

Click to see more [guides for music lovers in Stockholm](#).

About Ruby Group: Founded in 2013 and now partnering with IHG Hotels & Resorts, Ruby Group operates 22 hotels across Europe with a further 18 in development. Through its "Lean Luxury" philosophy, Ruby delivers premium, soul-filled stays by focusing on character-led design and high-quality essentials.

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