



HOTEL DIPLOMAT

For immediate release
Stockholm March 27th 2026

Hotel Diplomat Unveils an Elegant New Chapter Following Thoughtful Renovation

Family-owned Diplomat Collection presents the latest chapter in the renewal of Hotel Diplomat, showcasing redesigned guest rooms where elegance, luxury, and sophistication set the tone for a memorable experience. The recent renovations further refine the hotel's vision, creating an ambiance in which carefully selected materials, colors, and craftsmanship come together in perfect harmony.



Following the openings of Villa Dagmar and Villa Dahlia, attention now turns to the group's iconic address on Strandvägen in Stockholm. The interiors have been thoughtfully designed by mother and daughter Anna and Pauline Cappelen, in close collaboration with architect Per Öberg Architect Design. Together, they have evolved the hotel's classic architecture and heritage, shaping a curated guest experience where design, function, and meticulous attention to detail are seamlessly balanced.

"We have approached this renewal with care, evolving the hotel's expression while honoring its heritage," says Anna Cappelen, Co-owner and Chief Design & Product Officer at Diplomat Collection. "Our ambition has been to further deepen the feeling of warmth, quality, and international elegance that has long defined Hotel Diplomat."

The redesigned rooms are composed in calm, earthy tones, accented by emerald green and Prussian blue. Restored chandeliers, decorative moldings, Italian wallpapers, and French gilt ceiling fixtures create a layered sense of character and charm, complemented by reupholstered lounge chairs, newly crafted Italian furniture, and custom-designed armchairs developed in collaboration with Per Öberg Architect Design. Uniquely designed desks, integrated minibars, and light wool rugs complete the refined interiors, where craftsmanship and curated design choices contribute to a warm and welcoming atmosphere.

Diplomat Collection is a family-owned company run by the fourth and fifth generations and has since 1930s owned and operated nine hotels in Sweden and internationally. Diplomat Collection comprises three elegant boutique hotels located at some of Stockholm's most prestigious addresses: Hotel Diplomat on Strandvägen, Villa Dagmar on Nybrogatan next to Östermalmstorg, and Villa Dahlia at Tegnérlunden. The hotels have received multiple prestigious awards, both nationally and internationally. Diplomat Collection is affiliated with [Preferred Hotels](#) and is a member of the Gustaf III Committee, which is part of the international network [ECCIA](#) (European Cultural and Creative Industries Alliance), alongside organizations such as the French Comité Colbert network (European Cultural and Creative Industries Alliance). www.thediplomatcollection.com



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“The thoughtful combination of restored architectural elements and newly crafted furniture reflects our commitment to lasting quality and timeless design,” says Pauline Cappelen, Creative Director of Diplomat Collection. “Every material and textile has been carefully chosen to create a harmonious and inviting environment for our guests.”

As part of the refined guest experience, the hotel will also introduce a new breakfast offering created by the group’s culinary advisor, Niclas Jönsson. The à la carte menus reflect the distinct character of each hotel, further strengthening the sense of place and identity.

“Hotel Diplomat is a cornerstone of our family’s hospitality heritage and central to Diplomat Collection’s story,” says Sune M. Malmström, co-owner and Head of Business Development. “This renewal strengthens both the guest experience and our position as an international destination.”



Photo: Magnus Mårding

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