The name *Bellevue* in eastern Gothenburg originates from a villa, most likely built in the early 1860s. The etymological meaning of the name (French *belle vue* ‘beautiful view’) was probably of less importance than the prestige value a French-sounding name had at the time. When a new tramline was built in 1905, the stop closest to the villa was given the same name. An industrial area built from the 1940s onwards was likewise named *Bellevue* and, as a result, the name lived on even after the villa had burnt down in 1973. Today, *Bellevue* is also used by many establishments in the area, including cafés, kiosks and flea markets.