



One of three new LEGO shops in Germany is going to open at the Mall of Berlin

Berlin, 11th November 2021 – The Danish toy manufacturer LEGO is going to open an around 250 sqm large store the 2nd December 2021 at the groundfloor of the Mall of Berlin.

The LEGO Group reaffirms its commitment on the German market by opening three new LEGO shops at the same time in Dresden, Bonn and Berlin during autumn/winter 2021 and focuses on an intelligent mix of e-commerce and stationary retailing. After generating a two-digit sales growth in the first half-year of 2021, the company reinvests worldwide, among other, in around 130 new stores this year. Worldwide there are 737 LEGO stores in 50 countries at the moment.

At the Mall of Berlin, the new LEGO retail concept is being implemented too. It inspires LEGO fans of every age with a fresh design, large gaming tables and a “Pick a Brick”-wall – a wall made of LEGO bricks in all available colors, which helps when picking the suitable block and miniature figures.

“We are looking forward to welcoming our new tenant LEGO, one of the leading toy manufacturers worldwide, at our Mall of Berlin. The new LEGO retail concept means providing something special for the LEGO fans of all ages in order to make every shopping experience an unforgettable memory. This can only be achieved by the stationary retail sector: A combination of an extensive brand experience with all senses together with a qualified, personal, professional consultation”, says Harald Gerome Huth, owner and Managing Director of HGHI Holding GmbH.

In direct proximity to world-famous sights such as the Brandenburg Gate, the Reichstag and the Holocaust Memorial, the Mall of Berlin offers a uniquely urban mix of shopping, gastronomy, hotel, entertainment, office and living. The shopping and experience center, which opened in 2014 on the former site of the Wertheim department store, comprises a total of approximately 76,000 square meters of retail space, approximately 12,000 square meters of hotel space and approximately 30,000 square meters of living space. With over 300 stores, one of the largest food courts in Germany and an extensive program of events, the Mall of Berlin attracts around 22 million visitors from Germany and abroad every year.

For further information, please visit www.mallofberlin.de or follow the Mall of Berlin on Facebook (@mallofberlin) and Instagram (@mallofberlin_).

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional management of large commercial properties, efficient management at the highest level and the planning, design and realisation of great visions. In the meantime, the real estate specialists can look back on a wealth of international experience, which already includes more than 1,000,000 sqm of successfully marketed retail, office and residential space. One of HGHI's largest and best-known projects is the Mall of Berlin at Leipziger Platz 12, which attracts over 22 million visitors from Germany and abroad every year with around 300 shops. Further information can be found on www.hghi.de.

HGHI Holding GmbH
Mendelssohn-Palais
Jägerstraße 49/50
10117 Berlin
Internet: www.hghi.de

Contact person:
Dana Voiculescu
Corporate Communications
Phone: +49 30 8049848-144
E-Mail: hghi-presse@hghi.de



Schultheiss
· QUARTIER ·



TEGEL QUARTIER
Fußgängerzone
GORKISTRASSE

