



## PRESS RELEASE

### ***Mall of Berlin reinvents itself - Bershka expands***

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The Mall of Berlin is realigning itself and looking to the future with a clear vision. After more than ten successful years at Leipziger Platz, the popular Berlin shopping center is entering a new era. With new brands, a revised space concept and innovative store designs, the center is being systematically developed further. A visible sign of this transformation is the expansion of space by the Spanish fashion label Bershka - part of the internationally active Inditex Group (including Zara, Massimo Dutti). The store is being enlarged and modernized by 50 percent.

### ***Bershka - young fashion with urban style***

Founded in Barcelona, Bershka and its team of designers have been bringing the latest trends to the market since 1998. The core target group is hip, urban youth, connoisseurs of the latest fashion trends and fans of music, social media and new technologies.

# Bershka

### ***Modernization and new brands for a fresh shopping experience***

The Mall of Berlin is currently undergoing a comprehensive repositioning process. Targeted investments, the consolidation of sales areas and the integration of international brands are creating a shopping environment that meets the demands of modern customers. Smaller units have been demolished to create space for more spacious store concepts. This creates space for strong brand presences and an inspiring shopping experience.

### ***Strong impetus for Berlin's retail sector***

The expansion of Bershka's space is a clear signal of the Mall of Berlin's continuing appeal. It underlines the confidence of established brands in the location and shows the potential that lies in the realignment of the center. The Mall of Berlin is thus once again positioning itself as one of the most exciting retail hotspots in Germany - centrally located in the heart of the capital.

For more information, visit [www.mallofberlin.de](http://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 realization of great visions. The real estate specialists can now 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. Further information can be found at [www.hghi.de](http://www.hghi.de).

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