



PRESS RELEASE

KPARC - New brands for a new Mall of Berlin

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The Mall of Berlin is entering a new phase with a focus on the future. After more than ten successful years as a permanent fixture at Leipziger Platz, a comprehensive repositioning is beginning: fresh brands, a modernized space concept and contemporary store design are set to further strengthen the center. Another new addition to the Mall of Berlin since April 2025 is the Korean lifestyle store KAPRC.

Megatrends from South Korea - that's KPARC

KPARC offers everything to do with K-Pop, K-Food, K-Beauty and K-Lifegood. KPARC is the first store concept to present the latest trends from South Korea for a young, social media-savvy target group.



A modern shopping concept for the capital

The Mall of Berlin is currently undergoing a profound transformation. Targeted investments, the restructuring of existing spaces and the integration of global brands are creating a contemporary shopping experience. In order to create generous sales areas for new store concepts, smaller store areas have been merged - creating space for strong brand presentations and modern store solutions.

New impetus for the Berlin retail sector

New concepts such as KPARC underline the attractiveness of the location and confirm the center's potential in the Berlin retail environment. Other international brands are already waiting in the wings. The Mall of Berlin is thus sending a strong signal for innovation, further development and the future of bricks-and-mortar retail in the heart of the capital.

For more information, visit www.mallofberlin.de or follow the Mall of Berlin on Facebook (@mallof-berlin) 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.