



PRESS RELEASE

Mall of Berlin reinvents itself - PULL&BEAR moves in!

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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 on Leipziger Platz, a comprehensive repositioning is beginning: fresh brands, a modernized space concept and a contemporary store design will further strengthen the center. The first visible sign of this development is the arrival of the Spanish fashion company PULL&BEAR - part of the internationally successful Inditex Group (including Zara, Bershka, Massimo Dutti) - which will open its new 1,200 m² store in fall 2025.

PULL&BEAR - urban fashion with international appeal

PULL&BEAR was founded in 1991 and stands for modern, relaxed streetwear that picks up on current international trends. The focus is on comfortable casual fashion, T-shirts, dresses and cool street style pieces for people with a young attitude to life - regardless of age.

PULL&BEAR

A new shopping experience for Berlin

The Mall of Berlin is currently undergoing a comprehensive change process. Targeted investments, the consolidation of existing areas and the establishment of international brands are creating a shopping center that meets the requirements of modern consumers. Smaller units have been demolished to create more spacious retail areas - with the aim of providing space for strong brands and inspiring store concepts.

A strong signal for retail in the capital

The arrival of PULL&BEAR underlines the attractiveness of the Mall of Berlin as a retail location. It illustrates the continued relevance of the center in the Berlin market environment and at the same time marks the beginning of further exciting developments. Further international brands are already being planned - the realignment of the Mall of Berlin is thus clearly geared towards the future and growth.

For more information, 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 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.

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