



PRESS RELEASE

Mall of Berlin reinvents itself - Stradivarius is coming!

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The Mall of Berlin is entering a new era with a clear view of the future: after more than 10 successful years, the popular Berlin shopping center on Leipziger Platz is repositioning itself - with fresh brands, a modernized space concept and an innovative store design. A visible sign of this new beginning: Spanish fashion retailer Stradivarius, part of the international Inditex Group (including Zara, Bershka, Massimo Dutti), is opening a new store on around 1,000 m² in fall 2025.

Stradivarius - international fashion with lifestyle spirit



Founded in Barcelona in 1994, Stradivarius is now a global brand with over 850 stores in 64 countries. The brand stands for trend-conscious women's fashion with a youthful, cosmopolitan touch - always in tune with the times. The new store in the Mall of Berlin will not only be another shopping highlight, but also a strong statement for the attractiveness of the center.

A new chapter for the Mall of Berlin

The Mall of Berlin is in the middle of an extensive repositioning process: targeted investments, store mergers and new international brands are creating a completely new shopping experience. In order to create sufficiently large, contemporary spaces for new concepts, smaller units have been dismantled and areas merged. The result: more space for strong brands - and more excitement for visitors.

A clear signal to Berlin and the retail sector

"Stradivarius' decision to move into the Mall of Berlin right now is a clear signal," says H.G. Huth from HGHI Holding GmbH. "It shows how strong the mall still is - and what potential it has. Stradivarius is just the beginning. Other well-known tenants will follow shortly." The Mall of Berlin is thus back on course for success - as one of the most exciting retail locations in Germany, right in the heart of the capital.

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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