



## PRESS RELEASE

### ***KIKO Milano opens new 120 m<sup>2</sup> store in Mall of Berlin***

Berlin, June 20th 2025

KIKO Milano, an Italian makeup and skincare brand known for its wide selection of affordable, high-quality products, is coming to Mall of Berlin.

### ***“Be what you want to be” – cosmetics with a focus on individuality and color selection***

Founded in 1997 by the Percassi family in Bergamo/Milan, KIKO Milano offers high-quality, safe cosmetics without parabens, sulfates, microplastics, or hormone-active substances, 99% of which are “Made in Europe” – with more than 1,000 stores in over 60 countries.

**KIKO**  
MILANO

### ***A new shopping experience at the Mall of Berlin***

The Mall of Berlin is currently undergoing a profound transformation. Targeted investments, the restructuring of existing space, and the integration of global brands are creating a contemporary shopping experience. To create spacious sales areas for new store concepts, smaller retail spaces have been merged, making room for strong brand presence and modern shop solutions. The Mall of Berlin, which will soon be fully leased again, will continue to offer a shopping experience unique in Berlin with its wide variety of stores.

### ***A strong signal for retail in the capital***

The arrival of KIKO Milano underscores the attractiveness of the Mall of Berlin as a retail location. It highlights the center's continued relevance in the Berlin market environment and at the same time marks the beginning of further exciting developments. Additional international brands are already in the pipeline – the Mall of Berlin's reorientation is thus clearly focused on the future and growth.

For more information, visit [www.mallofberlin.de](http://www.mallofberlin.de) or follow the Mall of Berlin on TikTok (@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 m<sup>2</sup> 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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