



PRESS RELEASE

karaca opens on over 450 m² in the Mall of Berlin

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After more than 10 successful years, the popular Berlin shopping center on Leipziger Platz is repositioning itself with fresh brands, a modernized floor plan, and innovative store design. Also new to the Mall of Berlin is karaca, a traditional Turkish home goods brand known for its wide range of products and excellent quality.

karaca – tradition and modern design for the kitchen and living room

Founded in Istanbul in 1973, the company is known for its wide range of tableware sets, kitchenware, home accessories, and textiles. Today, karaca operates more than 600 stores in 48 countries.



A new chapter for the Mall of Berlin

The Mall of Berlin is in the midst of an extensive repositioning process: targeted investments, store consolidations, 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 spaces consolidated. The result: more space for strong brands – and more excitement for visitors.

New impetus for Berlin's retail sector

karaca's decision to move into the Mall of Berlin underscores the attractiveness of the location and confirms the center's potential in Berlin's 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 brick-and-mortar retail in the heart of the capital.

For more information, visit 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 m² of successfully marketed retail, office and residential space. Further information can be found at www.hghi.de.