



PRESS RELEASE

SEPHORA leases over 300 m² in the Mall of Berlin

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The Mall of Berlin is realigning itself and looking ahead with a clear vision for the future. More space for strong brands—including the new SEPHORA store, which benefits from the Mall of Berlin's new, modernized space concept.

One of the world's leading premium beauty retail brands with a strong focus on experience, diversity, and innovation

Founded in 1969 in Limoges, France, SEPHORA has been part of the luxury conglomerate LVMH since 1997. It offers beauty products, cosmetics, skin care, fragrances, nail care, and hair care. SEPHORA sells both its own brands (Sephora Collection) and products from almost 500 other well-known brands.

SEPHORA

A new shopping experience

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.

New impetus for Berlin's retail sector

SEPHORA's decision underscores the attractiveness of the location and confirms the center's potential in Berlin's retail environment. This modernization also marks the start of further developments: additional international brands are already in the starting blocks. 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.

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