



## PRESS RELEASE

### ***New at Mall of Berlin: Build-A-Bear opens with unique experience concept***

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With a focus on the future, Mall of Berlin is entering a new phase. After more than ten successful years as an established fixture on Leipziger Platz, a comprehensive repositioning is beginning. Build-A-Bear is bringing an extraordinary, interactive store concept to Mall of Berlin.

### ***Build-A-Bear – The Most Fun You'll Ever Make***

Founded in the USA in 1997, Build-A-Bear Workshop is a unique store concept that specializes in interactive retail. It allows customers, especially children, to design and personalize their own teddy bear or stuffed animal from scratch.



### ***A new shopping experience***

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

### ***New impetus for Berlin's retail sector***

Build-A-Bear'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](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).

HGHI Holding GmbH  
Mendelssohn-Palais  
Jägerstraße 49/50  
D-10117 Berlin  
Internet: [www.hghi.de](http://www.hghi.de)

Contact Partner:  
André Rainer  
Corporate Communications  
Phone: +49 30 8049848-226  
Email: [hghi-office@hghi.de](mailto:hghi-office@hghi.de)