



PRESS RELEASE

New at Mall of Berlin: Mumu Beauty

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Glow with K-Beauty! The cosmetics offshoot of Korean lifestyle retailer Mumuso has now opened in the Mall of Berlin.

The latest trends straight from Seoul at Mumu Beauty

Premium Korean beauty products at fair prices – for confident women aged 16 to 45 who value modern glamour and everyday practicality in equal measure.

MUMUSO
BEAUTY

A new chapter for the Mall of Berlin

The Mall of Berlin is currently undergoing 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.

“The opening of trendy brands such as Mumu Beauty underscores the attractiveness of the Mall of Berlin as a retail location,” says Harald Gerome Huth, owner and managing director of HGHI Holding GmbH.

This illustrates the center's firmly established 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 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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