



## PRESS RELEASE

### ***Jack&Jones expands its space in the Mall of Berlin***

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Jack&Jones expands in the Mall of Berlin: by march of 2026, the latest jeans trends will be showcased in a space more than twice the size, at just under 700m<sup>2</sup>.

### ***Denim expertise at Jack&Jones***

The Danish fashion retailer is one of Europe's leading men's fashion brands. It was founded in 1990 by the Bestseller clothing group and originally started as a denim/jeans brand. Over time, Jack & Jones has expanded beyond jeans to offer a wider selection of urban leisure, sports and everyday fashion, including shoes and accessories, and now has around a thousand stores in over 30 countries.

# JACK&JONES

### ***A clear signal to Berlin and the retail sector***

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. Smaller retail spaces have been merged to create generous sales areas for new store concepts, making room for strong brand presence and modern shop solutions.

***“Jack&Jones' decision to expand in the Mall of Berlin underscores the attractiveness of the location and confirms the center's potential,”*** says Harald Gerome Huth, owner and managing director of HGHI Holding GmbH.

This expansion 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).

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