



## PRESS RELEASE

### ***More creative ideas at the Mall of Berlin***

Berlin, February 27th 2026

On a new, almost 50% larger area of almost 1000m<sup>2</sup>, idee. der creativmarkt offers a comprehensive range of craft materials and accessories for creative hobbies in the Mall of Berlin until the 2nd quarter of 2026.

#### ***idee. der creativmarkt***

idee. der Creativmarkt is a German retailer of craft, art and hobby supplies that has been supplying creative minds with materials such as paper, paints, fabrics, wool, jewellery and party accessories, as well as inspiration for DIY projects, since 1979. It offers a wide range of products in over 40 stores and online.



#### ***A modern shopping concept for the capital***

Targeted investments, the restructuring of existing space, and the integration of global brands are creating a contemporary shopping experience. The Mall of Berlin, which will soon be fully leased again, offers a unique shopping experience in Berlin with its wide variety of stores.

***“We are delighted with idee. der Creativmarkt's decision to increase its commitment to the Mall of Berlin,”*** says H.G. Huth of HGHI Holding GmbH. ***“It underlines the attractiveness of the location and confirms the center's potential in Berlin's retail environment.”***

The expansion also marks the start of further developments: other well-known brands are in the starting blocks with the modernization and expansion of their spaces – the Mall of Berlin's reorientation is thus clearly focused on the future and growth.

For more information, visit [www.mallofberlin.de](http://www.mallofberlin.de) or follow the Mall of Berlin on TikTok ([@mallofberlin](https://www.tiktok.com/@mallofberlin)) and Instagram ([@mallofberlin\\_](https://www.instagram.com/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)