



## PRESS RELEASE

### ***IQOS opens new vape store in Mall of Berlin***

Berlin, March 3rd 2026

A new IQOS lounge and convenience store are being built in the Mall of Berlin until March 2026, covering an area of 140m<sup>2</sup>.

### ***IQOS – expertise in vapour***

The brand was first launched in Japan and Italy in 2014 and has since become available in many countries through its own IQOS stores, online shops and partner retailers. It was developed on the basis of decades of research by Philip Morris International, which has been working on smoke-free tobacco alternatives since the 1990s.

### ***New impetus for Berlin's 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. The Mall of Berlin, which will soon be fully let again, offers a shopping experience that is unique in Berlin with its wide variety of stores.

***“We welcome the international brand IQOS to the Mall of Berlin. Our customers can look forward to a unique selection in the new vape store,”*** says Harald Gerome Huth, owner and managing director of HGHI Holding GmbH.

This opening 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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