



## PRESS RELEASE

### ***Lloyd doubles its floor space with a new flagship store in the Mall of Berlin***

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The long-established shoe retailer Lloyd is expanding: with almost double the floor space on 200m<sup>2</sup>, a new flagship store is being built in the Mall of Berlin until summer 2026.

### ***Lloyd - "Own the Moments"***

Founded in Bremen in 1888 as H. F. Meyer Schuhfabrik, the long-established German shoe retailer and manufacturer became one of the best-known brands in the premium shoe segment during the 20th century, renowned for its quality craftsmanship, classic designs and international presence.



### ***Mall of Berlin undergoing profound change***

The Mall of Berlin is in the midst of 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.

***"We are delighted that traditional brands such as Lloyds are not only remaining loyal to the Mall of Berlin, but are also modernizing and massively expanding their presence,"*** says H.G. Huth of HGHI Holding GmbH.

This shows how strong the mall continues to be – and what potential it has. Lloyd is just the beginning; other well-known brands are currently expanding or modernizing their spaces. The Mall of Berlin is thus back on track for success – as one of the most exciting retail locations in Germany, right 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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