



PRESS RELEASE

Douglas opens new flagship store in Mall of Berlin

Berlin, March 10th 2026

Beauty retailer Douglas is expanding in the Mall of Berlin: by the end of 2026 a new flagship store is being built on an area that has been increased by 50% to just under 450m².

Douglas – "Welcome to beautiful"

Douglas AG is a long-established German perfumery chain and today one of Europe's largest multichannel beauty retailers, offering perfumes, cosmetics, skin and hair care products and accessories in stores and online. Its origins date back to 1821, when Scotsman John Sharp Douglas founded a soap factory in Hamburg, whose products soon became known far beyond the city limits.

DOUGLAS

A strong sign for retail in Berlin's city center

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 fact that market leader Douglas is investing and expanding in the Mall of Berlin is a clear signal," says H.G. Huth of HGHI Holding GmbH. ***"This shows the potential that the mall continues to offer. Douglas is just one of several other well-known tenants who will be expanding their space in the near future."***

The Mall of Berlin is thus back on track for success – as one of Germany's most exciting retail locations, right in the heart of the capital.

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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