



PRESS RELEASE

Yeppo Soonsoo opens new flagship store in the Mall of Berlin

Berlin, July 27th 2026

Welcome to Yeppo & Soonsoo – the Korean K-beauty retailer is opening soon in a 150 m² space at the Mall of Berlin.

Authentic K-Beauty

Founded in 2018, Yeppo&Soonsoo is a company specializing in K-Beauty that offers skincare and makeup enthusiasts the best of the Korean cosmetics industry. Its flagship store provides a unique shopping experience featuring over 150 carefully selected Korean beauty brands – the go-to destination for authentic Korean beauty and healthy skin.

YEPPO  SOONSOO

A strong signal for retail in Berlin's Mitte district

The Mall of Berlin is currently undergoing a major transformation. Through targeted investments, the restructuring of existing spaces, and the integration of global brands, a modern shopping experience is taking shape. The result: more space for strong brands – and greater excitement for visitors.

"The opening of trendy brands like Yeppo Soonsoo underscores the Mall of Berlin's appeal as a retail destination," says Harald Gerome Huth, owner and Managing Director of HGHI Holding GmbH.

This highlights the center's firmly established relevance within the Berlin market while simultaneously marking the start of further exciting developments. Additional international brands are already in the pipeline – clearly positioning the Mall of Berlin for a future of growth.

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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