

Press release

The first NYX Store in the capital city of Germany: Grand Opening at the Mall of Berlin

Berlin, October 2nd, 2017:

On October 2nd, 2017 NYX Cosmetics ceremonially opened its first store at the Mall of Berlin at Leipziger Platz with many fans and special offers.



Impressions of the release party

Scores of fans came to the shopper's paradise at the Mall of Berlin at Leipziger Platz for the ceremonious opening of the first NYX store in the capital city. The motto was Pink! Drag Queen Jurassica Parka cut the riband for the opening. The first 200 visitors got lovely make-up goodies. In the Piazza of the Mall of Berlin beauty lovers had the possibility to swatch some new products and to try out new trends, between flamingos and cotton candy. The successful beauty blogger Tali Quindio gave additional tips and tricks all around the topic beauty. Upteen offers and a live master class with NYX's make-up artists made it perfect.

About Mall of Berlin

The Mall of Berlin with more than 300 shops is centrally located in Berlin-Mitte and is very pleased about 20 millions visitors every year. Next to high-grad fashion-labels, accessories, fashion, jewellery and shoes there are a big young fashion concept for the youth, a own children world and Berlins most varied food court with more than 30 restaurants.

Website: <http://www.mallofberlin.de>

Facebook: <http://www.facebook.com/mallofberlin>

Instagram: http://www.instagram.com/mallofberlin_lp12

Further information concerning HGHI Holding GmbH:

HGHI Holding GmbH stands for professional maintenance of large-scale retail properties, efficient management at the highest level as well as the planning, design and realization of great visions. Beside the areas office, logistics and traffic the company offers a wide diversity of experience, also internationally, which already comprises more than 750,000 sqm of successfully leased commercial, residential and office space. The Mall of Berlin at Leipziger Platz 12, which opened in autumn 2014, is one of HGHI's greatest and most popular projects.

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