



The British menswear label Hackett London is expanding with a new store at the Mall of Berlin



Berlin, 6th July 2022 – Since the beginning of June the London menswear label is offering its visitors luxurious men's fashion as well as exclusive services, inspired by the typical British fashion of the gentlemen in the early 20th century, on a retail space of 112 sqm at the new store at the Mall of Berlin.

What had once begun with a second-hand shop in London's popular district Chelsea just over 40 years ago, soon turned out to become a menswear label, which went straight to the top of traditional men's fashion. The brand, which belongs to the All We Wear Group (AWWG), managed to preserve its good reputation of being the best in the field of menswear. Today, Hackett has over 160 stores in more than 30 countries. The most successful collections are Hackett Mayfair, an expert line of British tailoring, Hackett London, a diverse wardrobe of separates, and HKT, a new collection launched in 2019 to dress the millennial Hackett man. Hackett is also proud to partner with like-minded brands which share the same ethos and tradition like them, such as British Army Polo and Aston Martin.

At the new store in Berlin the customers can expect a high level of exclusivity, in order to respond to the particular clothing needs of every man. At Hackett London customers even have the possibility to make use of a bespoke tailoring service or to arrange a private – or video appointment.

"Hackett's collections are known for high-end couture and elegant, timeless fashion. The new opening of a store in our Mall of Berlin affirms our ambition to meet the requirements of our fashion-conscious customers by carefully selecting our tenant mix. We are very happy that we were able to convince Hackett London for this highly prominent location and are welcoming our new tenant", says Harald Gerome Huth, owner and Managing Director of HGHI Holding GmbH.

In direct proximity to world-famous sights such as the Brandenburg Gate, the Reichstag and the Holocaust Memorial, the Mall of Berlin offers a uniquely urban mix of shopping, gastronomy, hotel, entertainment, office and living. The shopping and experience center, which opened in 2014 on the former site of the Wertheim department store, comprises a total of approximately 76,000 square meters of retail space, approximately 12,000 square meters of hotel space and approximately 30,000 square meters of living space. With over 300 stores, one of the largest food courts in Germany and an extensive program of events, the Mall of Berlin attracts around 22 million visitors from Germany and abroad every year.

For further information, please visit www.mallofberlin.de or follow the Mall of Berlin on Facebook (@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 realisation of great visions. In the meantime, the real estate specialists can look back on a wealth of international experience, which already includes more than 1,000,000 sqm of successfully marketed retail, office and residential space. One of HGHI's largest and best-known projects is the Mall of Berlin at Leipziger Platz 12, which attracts over 22 million visitors from Germany and abroad every year with around 300 shops. Further information can be found on www.hghi.de.

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