

**2<sup>ND</sup> APRIL 2015****THE BIKINI BERLIN CONCEPT SHOPPING MALL CELEBRATES ITS FIRST ANNIVERSARY: A LOOK BACK**

The BIKINI BERLIN Concept Shopping Mall is turning one year old. Since it opened on 3<sup>rd</sup> April 2014, the mall has established itself as an integral part of the City West and a popular shopping destination for Berlin locals and tourists alike. The concept is unique: a carefully compiled selection of boutiques, concept and flagship stores. Instead of branches of big chain stores, shoppers here will find a large number of independent retail stores with a unique concept, the majority of which are a first or rarely to be found elsewhere in Berlin or Germany. "The BIKINI BERLIN Concept Shopping Mall is an exceptionally challenging project, for which we have dared to forge a lot of new paths. The building stands out with its unique architecture and mix of different, coordinated offers," says Ted Walle, Centre Manager of BIKINI BERLIN.

**PERSONNEL CHANGES**

Since 1<sup>st</sup> April 2015 Ted Walle has been responsible for the entire BIKINI BERLIN complex, which, in addition to the Concept Shopping Mall, also includes the Zoo Palast cinema, the 25hours Hotel and the multi-storey car park. Communication & marketing as well as rental will be managed by Nicole Srock. Stanley, co-founder and CEO of the agency dan pearlman. Since the beginning of the year she has been acting as consultant for BIKINI BERLIN with the support of the strategic creative agency and it has now been possible to recruit her for the creative management team.

**OCCUPANCY RATE**

The Concept Shopping Mall has permanent rental spaces and the temporary BIKINI BERLIN BOXES. As of April 2015 there are 45 permanent tenants, 16 BOX tenants and five temporary tenants in the mall.

**VISITOR FREQUENCY**

A daily average of 17,000 visitors visit the Concept Shopping Mall, whereby Saturdays, with 25,000 visitors, are the most highly frequented days. More than half the visitors are national and international tourists. As the Tauentzienstrasse and Kurfürstendamm streets are also popular destinations for people out on a walk on Sundays, the Concept Shopping Mall has been open to visitors every Sunday from 12 noon until 6:00 pm since December 2014.

**EVENTS/COOPERATIONS: HIGHLIGHTS**

Last year the Concept Shopping Mall was the host and initiator of a number of special events and cooperations including the Fashion LAB in collaboration with Mercedes Benz during Berlin Fashion Week in summer 2014, as well as Wool Week in October 2014. Special highlights during the Christmas period included an impressive 3D video projection on the west façade of the Bikini building and the 200 m<sup>2</sup> ice rink on the rooftop terrace. Visitors can look forward to new events and cooperations this year too, starting with the Spring Festival at the beginning of May. In addition to an extraordinary balloon installation, a large number of tenants will be showing their most creative and innovative products in presentations, exhibitions and workshops.



**AWARDS**

In March 2015 BIKINI BERLIN officially received the Gold LEED certification (Leadership in Energy and Environmental Design). LEED-certified buildings stand out with their environmentally-friendly, resource-saving and sustainable construction.

And in January 2015 the Concept Shopping Mall, as a future-oriented project, was honoured with the European Innovation Award in the "Retail" category. The prize is awarded by the German Council of Shopping Centers e.V. (GCSC) during a traditional New Year reception.

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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