

**18 JULY 2014****BIKINI BERLIN: NEW TENANTS IN THE BOXES AND ALESSI POP-UP STORE**

Around three months after the opening celebrations of the BIKINI BERLIN Concept Mall at the beginning of April, the first turnaround of new tenants in the BIKINI BERLIN BOXES is bringing an air of change to the location. Of the 19 boxes in total, which can be rented for a period of three to a maximum of twelve months, five have been reoccupied since July. The flexible module systems offer tenants the opportunity to temporarily present ideas and products and to test out unique concepts. With their moves into the boxes, the German premium fashion label **Laurèl** and the Swiss natural cosmetics manufacturer **Weleda** are celebrating their store debuts in the German capital. And shoppers can also look forward to visiting **Edsor Berlin**, **Glamoury Pharmacy** and the online shops **Promobo** and **Le Monde Nallik**. And due to their huge success, the previous tenant **Mercy Would Mako** is once again represented with a box.

On 7 July **Alessi** opened a pop-up store at BIKINI BERLIN. Until the end of the year visitors can look forward to shopping the complete Super&Popular collection by the Italian design factory. And on the 180 m<sup>2</sup> space on the first floor Alessi will also be organising exhibitions and events.

At the beginning of April the Berlin label **German Garment** found a new shop location at BIKINI BERLIN in box no. 16. The fashionable label by German TV host Joko Winterscheidt and actor Matthias Schweighöfer offers urban streetwear at fair prices. "The mall character and the unconventional concept impressed us from the outset. We are delighted to be part of the project," says Joko Winterscheidt. And towards the end of the label's tenancy, visitors can look forward to a very special highlight: on Saturday 2 August there will be goodies, music and drinks and from 4 pm to 9pm Joko Winterscheidt will be standing behind the sales counter.

## NEW BOX TENANTS

In box no. 7 the internationally renowned premium brand **Laurèl** is offering feminine yet casual fashions for the modern woman. With its move into a box at BIKINI BERLIN, the fashion label is celebrating its store debut in the German capital. Laurèl is synonymous with high-quality materials and innovative design. In the box the label will be showcasing its new autumn/winter 2014/2015 collection.

In box no. 17 beauty fans of the Swiss pharmaceutical and natural cosmetics manufacturer **Weleda** will not only find a diverse product range of skincare products, but also the opportunity to enjoy a little beauty treatment. At the first pop-up store in the company's history there will be different promotions and offers every week in July. An aroma expert, who will be on hand at the weekends, complements the offer.

The online shop for selected design and small-series products **Promobo** is moving into box no. 18 for 12 months. The products, which are designed and produced in small studios and ateliers in Germany, were previously available in a bricks-and-mortar store only at the Hackescher Markt in Berlin. Since July it has also been possible to purchase the interior and gift items as well as fashion, jewellery and accessories at BIKINI BERLIN.

Since July the jewellery by designer Jean Balke has been presented under the name **Le Monde Nallik** in box no. 14. The necklaces, earrings and bracelets made of untreated gemstones and

minerals were previously only available from the online shop and at the designer's own store in Berlin-Mitte.

At its original location in Berlin-Kreuzberg, the **Glamoury Pharmacy** combines a hair and beauty salon with a concept store for fashion & accessories. In box no. 20 the Berlin shop concept is now presenting its constantly changing range of fashion, accessories, as well as interior and beauty products.

Showcasing its goods in box no. 6 is the Berlin tie maker **Edsor Berlin** whose collection consists of handmade ties, bow-ties, pocket squares and scarves. The range is complemented by the collection of young menswear label Rooks & Rocks from Hamburg.

**Mercy Would Mako** already celebrated its move into a BIKINI BERLIN Box in April. The successful concept is back and can now be found in box no. 11. Mercy Would Mako is an amalgamation of the Berlin eyewear label "Mercy Would" and the Polish label for exclusive leather bags and shoes "Mako Bags".

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