

12 FEBRUARY 2015**BIKINI BERLIN:**

- **LEVI'S® OPENS TEMPORARY STORE**
- **AUDI, BERLINERZIMMER & ETRACON SET UP SHOP IN BOXES**
- **JACKS BEAUTY DEPARTMENT, ONEPIECE & YELLOW CURATED EXTEND THEIR TENANCY CONTRACTS**

In February, visitors to the Concept Mall of BIKINI BERLIN can look forward to browsing some new additions: traditional brand Levi's® has opened a temporary store and Berlinerzimmer, eTraCon and Audi are also moving into BIKINI BERLIN BOXES. JACKS beauty department, OnePiece and Yellow Curated are extending their tenancy in the Concept Mall. "We are delighted about the continuing high demand for the rental of our BIKINI BERLIN BOXES and temporary retail spaces. The BOXES are providing new inspiration and creating a new marketplace with their regularly changing tenants. The extensions of the tenancy contracts for our temporary retail spaces show us that this concept is being well received by our visitors and that there is a demand for new stores," says Bernhard Taubenberger, Head of Communication and Marketing at Bayerische Hausbau.

NEW TEMPORARY STORE

On 4 February 2015 Levi's® opened a temporary store on an area of around 170 m² on the first floor. Levi's® will be presenting its current spring/summer collection at BIKINI BERLIN until the end of March. Inspired by the sunny lifestyle of California this includes a large selection of jeans, tops, jackets and accessories as well as the Levi's® icons: the 501® jeans, the Western shirt, the trucker jacket and, as a highlight, the brand new Levi's® 501® CT. For all cyclists and urban commuters out there Levi's® is also offering its Levi's® Commuter collection.

NEW BOXES TENANTS

From 7 February until 31 March 2015 **Berlinerzimmer** is presenting a high-quality, diverse assortment of clothing, interior design, jewellery, design items and accessories in BOX No. 9. The concept store was established five years ago in Berlin-Charlottenburg and presents selected products like design lamps by Matthieu Challeieres Paris, jewellery by Satya from New York, bags and purses by VII Sept-Bruxelles as well as cashmere scarves and cuffs by Muskhane Paris.

From 7 February until 6 May 2015 **eTraCon**, the distributor of light sources, will be setting up shop in BOX No. 12. Here the Berlin company will be presenting a selection of its nostalgic filament bulbs and industrial lamps by Edison.

From 21 February until 16 August 2015 visitors can look forward to shopping fashion and accessories by **Audi**. The collections by the German automobile manufacturer boast clear lines and high-quality materials as the embodiment of the brand's progressive brand values. In BOX No. 20 the Audi Sport collection and the exclusive "Audi powered by PZero" line are being presented; with the Audi design vocabulary in mind they were developed in cooperation with tyre manufacturer Pirelli. Together with Audi Sport the red rhombus logo is synonymous with pure performance and top technological achievements.

TEMPORARY STORES EXTEND THEIR TENANCY AGREEMENTS

JACKS beauty department is moving into a new retail space on the first floor where it will be offering its extensive product range for another six months, until the end of July. Labels like Make-up Designory, Nouba, Ellis Faas, Crown Alchemist and Zarkoperfume are represented in the range of high-end cosmetics and exclusive niche products. "We are delighted with the feedback about our store in the West of Berlin and are extremely happy to be represented at BIKINI BERLIN. This new location means we are now also available to many more of our customers and can provide them with an all-round service from our location here. We will be further developing our product assortment and services in the future with plans in the pipeline for a permanent hairstylist, a barber and a cosmetic lounge," says Miriam Jacks, international make-up artist and owner of JACKS beauty department.

Until the end of March the Norwegian label **OnePiece** will be continuing to offer its popular onesies, a combination of jogging trousers and hoodie, on the first floor.

And **Yellow Curated** will be presenting its exclusive product portfolio of selected vintage furniture, design one-offs and unusual home décor accessories in the Concept Mall until the end of April.

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