



13th March 2017

STYLISH AND BEAUTIFUL – MAC AND SCOTCH & SODA PRESENT THEIR NEW STORES AT BIKINI BERLIN

With the new addition of MAC Cosmetics and Scotch & Soda, BIKINI BERLIN is welcoming two successful international brands to the concept shopping mall. These two new permanent tenants are synonymous with quality and variety worldwide.

MAC COSMETICS

Canadian cosmetics manufacturer MAC Cosmetics opened the doors to its new store on the ground floor of the concept shopping mall on 3rd March. On an area of 83 m², professional make-up artists are presenting the label's latest collections and classic make-up products. The world's leading cosmetics brand is associated with quality and colour diversity, even though the very first products by MAC Cosmetics were made by the two founders in their kitchen at home. Make-up artist and photographer Frank Toskan and Frank Angelo were frustrated with the quality and appearance of the make-up they were using on photo shoots so they decided to develop their own. And international success soon beckoned. Since the mid-80s the make-up brand has been a firm favourite among professional make-up artists and used behind the scenes of the biggest fashion shows. As well as classic products that belong in every well-stocked make-up bag, Mac also impresses with trend products and collections, often in cooperation with celebrity brand ambassadors.

www.maccosmetics.de/

SCOTCH & SODA

On 16th February the concept shopping mall welcomed another new addition from the fashion segment with Scotch & Soda. The 190 m² store of the Dutch label is located on the ground floor. "From Amsterdam, from everywhere"· Scotch & Soda draws its inspiration from all over the world and translates these influences into extraordinary looks. Their latest collection is like a journey which takes us from the tropical rainforest to the endless expanses of barren deserts. Customers to the store can look forward to browsing the spring/summer collections for ladies and men.

When designing and producing its clothing, the label attaches great importance to only using the best materials and ensuring the best possible workmanship. As well as the logo – a little sewing machine – sophisticated tailoring and brightly coloured patterns are the hallmarks of the Amsterdam-based company.

www.scotch-soda.com

FOR FURTHER INFORMATION, PLEASE CONTACT:

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