BRAUN
HAMBURG

Between Tradition and Transformation: Lars Braun Joins the “Mittelstars” Business Podcast



Hamburg, 19.10.26 – A third-generation family business, more than 90 years of history and an industry in constant evolution: In the latest episode of the “Mittelstars” business podcast, Lars Braun joins host Marcus Seidel to discuss the evolution of the Hamburg-based company, personal experiences from more than three decades in business and the challenges of the international luxury retail market.

From a traditional menswear retailer to an internationally operating luxury fashion business with a strong e-commerce presence, BRAUN Hamburg has undergone a significant transformation over the past decades. In the podcast, Lars Braun shares insights into his dual role as CEO and Head Buyer, the business decisions that have shaped the company and the importance of brick-and-mortar retail in an increasingly digital world.

A conversation about the dynamics of a changing industry, entrepreneurial responsibility and the ambition to continuously evolve a family business while staying true to its DNA.

Listen to the full episode here:

YouTube (English subtitles available via video settings)

https://www.youtube.com/watch?v=S93BGcTFFYc

Spotify

https://open.spotify.com/episode/2vfLY8DGr9pjP6OX7UiTNs

Mittelstars-Website

https://mittelstars.de/podcast/lars-braun-von-braun-hamburg-bei-mittelstars

For further information or interview requests, please contact

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About BRAUN Hamburg

As an international luxury menswear retailer, BRAUN Hamburg offers leading brands such as Brunello Cucinelli, Santoni, Tom Ford and Canada Goose alongside carefully selected emerging labels. Managed by CEO Lars Braun as a third-generation family business, the company has stood for more than 90 years for Hanseatic values such as integrity, reliability and uncompromising quality.

With two stores in the heart of Hamburg and a strong digital presence, BRAUN Hamburg is one of the leading destinations for luxury and premium menswear in the German-speaking market. The company has received the Red Dot Design Award for the design quality of its digital presence. Through its close relationships with premium manufacturers around the world, the family-owned company is part of an exclusive global network. Each season, the buying team led by Lars Braun curates highlights from the world's finest designer collections, complemented by promising new brands.

In addition to curated print publications for selected occasions, BRAUN Hamburg publishes its own editorial magazine, EDITION, which is distributed through its own channels and selected newsagents.

For more information, visit **www.braun-hamburg.com**.

BRAUN Hamburg Stores

STORE MÖNCKEBERGSTRASSE
Mönckebergstr. 17
20095 Hamburg

STORE & SCHUH-DEPARTMENT KAISERGALERIE
Große Bleichen 27
20354 Hamburg