

MANGO

MANGO CREATES AN ACCELERATOR FOR FASHION START-UPS IN COLLABORATION WITH THE IESE BUSINESS SCHOOL

Mango StartUp Studio will count on the support of the business school in the processes of screening initiatives, training and networking

The project will involve an investment of three million euros and envisages the participation in more than 50 companies in the medium term

Mango is looking for seed-capital investments that add value to the value chain of the fashion industry and improve the customer experience

BARCELONA, 28 APRIL 2022 – Mango, one of Europe’s leading fashion groups, is strengthening its innovative vocation with the creation of an accelerator for fashion start-ups, in collaboration with the IESE Business School. The Mango StartUp Studio aims to promote innovation in the company, detect new growth opportunities and participate in the development of new technologies or business models.

According to Mango’s CEO, Toni Ruiz, “the new accelerator will allow Mango to discover the start-up ecosystem at first hand, establish contact with the key players in the sector and evaluate the trends and disruptive new technologies, in order to develop real-life cases with the start-ups, either because of the high value they can offer or their potential future”.

Mango StartUp Studio is looking companies and ideas at the development stage in order to make seed-capital investments that add value to the value chain of the fashion industry and improve the customer experience. It has established sustainability and technology as key areas of the interest for the accelerator, in addition to all the links in the value chain, from product creation and sourcing to distribution.

The selected companies must be within Europe and must be at the initial phase of development or have a recently-launched product. The Mango accelerator will have a budget of three million euros and plans to invest in more than fifty companies in the medium term.

The agreement with the IESE Business School will see the business school support Mango in the processes of screening initiatives, people training and collaboration for meetings that help encourage networking for the selected entrepreneurs.

Similarly, if the initiative so requires, Mango will also offer the start-ups the option to have a base at its company offices, where they will be surrounded by leading teams in product design and technological development. Depending on the nature of the project, the co-working service could be offered at the Mango company headquarters in Palau-solità i Plegamans, at its Lliçà d'Amunt logistics centre, or at the Mango Innovation Centre located in Barcelona's 22@ district. There will also be the option to work remotely for entrepreneurs who are unable to travel to these locations.

Any start-up interested in this initiative can find more information and sign-up to it at the following page: startupstudio.mango.com

New Mango StartUp Studio Committee

To manage this project, and select the best start-ups to be included in the initiative, Mango will create a Mango StartUp Studio Committee, which will be chaired by the Company CEO, Toni Ruiz, and made up of Jonathan Andic, Director of Mango Man, Interior Design and Construction Management; Elena Carasso, Mango Online and Customer Director; Margarita Salvans, Mango Chief Financial Officer; Belén Rallo, the Director of this new Mango project; and Paula Sancho, on behalf of the IESE Business School. The remaining members of the company's Steering Committee will participate according to the nature of the start-up being analysed on each occasion.

Mango is one of Europe's leading fashion companies, with design, creativity and technology at the centre of its business model, and a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2021 with a turnover of 2.234 billion euros, with 42% of its business originating from its online channel and with a presence in over 110 markets. More information at www.mango.com

For its part, IESE Business School is the business management school of the University of Navarra. With campuses in Barcelona, Madrid, Munich, New York and Sao Paulo, an entrepreneurial mindset is deeply-rooted in all IESE courses, preparing all its students for the world of start-ups or to innovate within companies. 30% of the school's graduates start a business within five years of completing the course, and in the last 20 years companies founded by former students have created more than 70,000 jobs worldwide and amassed a capital of 3.6 billion dollars, thanks to the school's entrepreneurial ecosystem.

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