

MANGO

Mango is expanding in France with its new retail concept, and will open over 70 new stores by 2025



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- Tomorrow, the company will celebrate the reopening of its flagship store on Haussmann, one of the most emblematic shopping streets in Paris. The store, one of the largest in the world, has been totally refurbished to become the first in France to feature the *New Med* image
- The layout of the cash desk area has been changed to make it more functional and new technologies and services have been added to improve the customer shopping experience, such as personal advisers and a specific *click and collect* area for collecting and returning orders
- Mango considers France a strategic market and aims to expand its presence in the country with the opening of more than 70 new stores over the next few years, to bring the total to 300 stores by 2025
- The group will also refurbish its stores network in the coming years, starting this year with an investment of 3.5 million euros to refurbish three large stores in the centre of Paris, and will extend its current footprint by adding the Man and/or Kids lines to various stores in the country

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Mango, one of Europe's leading fashion groups, is strengthening its presence in France. Tomorrow, the company will celebrate the reopening of its flagship store on Boulevard Haussmann, one of the largest in the world, after a comprehensive refurbishment to make it the first store in the country to feature the new, Mediterranean-inspired concept, *New Med*, already present in some of the groups' flagship stores.

The store, located at 54 Boulevard Haussmann, one of the most emblematic shopping streets in Paris, receives over 1.6 million visitors every year and has a selling space of 1,400 m² distributed over two floors, which stock items from the Woman, Man and Kids lines.

With the refurbishment of the store, Mango has created a new shop window in the street, modified the cash desk and collections area within the store, increased the size of the fitting rooms to make them more functional, and designated a specific *click and collect* area for collecting and returning orders, in order to improve the customer shopping experience.

The group has also added new services, such as three personal advisers to help customers choose garments, as well as the latest technologies and innovations, such as RFID, e-receipt and selling online stock from the physical store, in order to create an experience for the customer.

César de Vicente, Mango's Retail Director points out that "Mango stores are a privileged meeting point between our brand and our customers. For this reason, we want to offer them a comprehensive and personalised experience to satisfy their needs at any moment, in any location and in any format, in order to increase their brand loyalty".

As part of Mango's commitment to sustainability, the store also has a *Committed Box*, a container in which customers can deposit used clothing and footwear to give them a second life. The company is moving towards a more sustainable and environmentally-friendly business model and for this reason will extend the installation of these containers to all its stores in France over the next three years.

Expansion plan in France

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The refurbishment of the Haussmann store marks the starting point for the expansion plan the company is implementing in the country. Mango considers France a strategic market and aims to expand its presence in the country with the opening of more than 70 new stores over the next few years, increasing the number of stores from the 223 it had at the end of 2021 to 300 by the end of 2025.

In order to achieve this, the group plans to open some twenty stores in France this year, 12 of which will be new company stores and franchises in various cities including Rheims, Colmar, Orange and Tours, and 8 will be new corners that will operate under agreements with major groups such as Galeries Lafayette in cities including Cannes, Lorient, Chambéry and Lorient, among others.

From 2023 to 2025, Mango will continue its expansion with the opening of between 20 and 24 new stores every year, approximately two new stores per month, in line with the figures forecast for this year.

As well as store openings, the company's expansion plan also comprises the renewal of its stores network over the next few years, starting this year with an investment of 3.5 million euros for the refurbishment of the Haussmann store and two other large stores in the centre of Paris.

The group will also extend its current footprint by adding the Man and/or Kids lines in various stores in the country. Specifically, this year the company will add the Man line to the stores in Mérignac, Angers and Saint-Étienne; the Kids line to the Le Havre and Tarbes stores; and both collections to the Bourges store.

Mango has been present in France since 1998. At the close of 2021, the company had 223 stores in the country, of which 111 were company stores and 112 were franchises. In its online business, Mango combines its retail website (Mango.com) with a presence in marketplaces.

A refurbishment project with a low environmental impact

The architectural refurbishment project of the Haussmann store has been conceived under the *New Med* concept in order to generate a low environmental impact. In the creation of the space, the existing general structure has been respected, maintaining the height of the ceilings and the stairwell, while the ceilings, installations, staircases and lifts, among other elements, have been repaired and restored to give them a second life. In total, up to 40% of materials have been reused in this project.

Improvements include the recovery of the original window on the first floor to increase the entry of natural light into the store, the replacement of the existing illumination with LED lighting and the installation of a wooden walkway in the entrance to facilitate the transition of customers from the outside to the inside of the store.

Other aspects include the recycled polyester ceiling installed in the stockroom and staff rest and locker room area, in order to create a pleasant and comfortable ambience. This is the first Mango store in the world with a ceiling made from recycled textiles. Furthermore, the paint in this area captures CO₂, which makes it an area beneficial to the health of store employees.

The store has two floors connected by an escalator and a lift located in the central area, and a secondary staircase located towards the back of the store. It also features screens on the columns in the escalator area, which provide information on the lines available on the first floor.

The store distributes the Woman, Kids and Man collections in different zones separated by arches, which represent the rooms of a Mediterranean home, and highlights a key element of traditional Mediterranean architecture, the wall, whose different volumes, solid and hollow parts define and separate the different areas, generating areas designed for different purposes.

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Mango has also modified the layout of the ground floor cash desk area by installing a line of up to seven consecutive cash desks with illuminated numbers to inform customers which cash desks are available. The ceiling height has also been increased, giving the area more light and making it more pleasant to shop in.

The walls of the store, generally in white tones, feature different textures thanks to the use of various materials, including clay, terrazzo and oak. For their part, the floors combine elements such as tiling (on the ground floor) and parquet (on the first floor), simulating the different flooring used in Mediterranean homes.

For more information, please contact:

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Mango, one of Europe's leading fashion groups, is a global company 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