



## Mango strengthens its presence in Asia and in Singapore opens its first *New Med* store on the continent

- Mango now has over ten stores in Singapore, after integrating as company-owned four stores in April that were previously franchises.
- The company has opened a new store in Singapore's Parkway Parade, the first store in Asia to feature its Mediterranean-inspired store concept, *New Med*.
- In global terms, in 2022 the company celebrated thirty years of international expansion and will close the present financial year with close to 270 new stores worldwide, bringing the total network of stores to 2,600.
- In 2022, Mango has increased two new countries to its international footprint (Cameroon and Morocco) and is now present in 115 stores worldwide.

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Mango, one of Europe's leading fashion groups, continues to implement its international expansion plan with a new store in Singapore, specifically in the Parkway Parade shopping centre.

With this store opening, which is the first store in Asia to feature the Mediterranean-inspired store concept, *New Med*, Mango now has over ten stores in the country, after integrating as company-owned four stores in April that were previously franchises, and is consolidating its presence in this continent. The new store has a selling space of more than 500 m<sup>2</sup>, in which the company will offer products and articles from its Woman, Man and Kids lines.

Mango currently has over ten stores in Singapore, including company-owned stores and corners in department stores, as well as operating via its own online channel and in other marketplaces. In April, the company integrated four previous franchises as company-owned stores. Specifically, these stores are located in the ION Orchard, Raffles City, 313 Somerset and JEM shopping centres.

The growth in Singapore strengthens the international presence of the company, which in 2022 celebrated thirty years of international expansion with a financial year characterised by an accelerated growth of development abroad. Mango will close 2022 with approximately 270 new stores worldwide, bringing the total store network to approximately 2,600 stores on all five continents.

"We are celebrating thirty years of international expansion by strengthening our commitment to Asia, one of the most important markets in the company's internationalisation strategy and one in which we want to continue growing in the future," Daniel López, Mango's Expansion Director, points out.

**Mango in Asia**

# MANGO

Mango has been present in Asia since 1995, when the company committed to the Asian continent with store openings in Singapore and Taiwan, to which the markets of the Philippines, Thailand, China and India were later added. Mango currently has over 450 stores in Asia, including company-owned stores and corners in department stores.

India is one of the Asian countries in which Mango has the greatest presence and one of the key focuses of the company's international expansion in the Asian continent. Alongside Myntra, its local partner in the country since 2014, Mango has opened 33 stores in India between 2021 and 2022, bringing the total number of stores to 68 at the close of 2022. According to the forecasts of various international bodies, India is destined to become the third biggest consumer market in the world within the next five years.

## Thirty years of international expansion

In 2022, Mango is celebrating three decades of international expansion. In its first eight years of life, Mango reached the figure of one hundred stores in Spain, and in 1992 the company embarked on its international expansion with the opening of stores in Portugal and subsequently France, now one of the group's biggest markets.

Present in over 115 markets worldwide, Mango has recorded positive growth in the main regions in which it operates. In Europe, Mango is committed to developing in mature markets such as France, Italy, the United Kingdom, Germany and Spain, while outside Europe key expansion markets include the United States, Canada and India. Furthermore, in 2022 Mango has added two new countries to its international footprint: Cameroon and Morocco, in both cases markets the company is returning to.

New York has been one of the key Mango openings during 2022. Last May, the company opened a 2,100 m<sup>2</sup> store on Fifth Avenue, an event which marked the starting point of an ambitious expansion plan in the United States.

Mango's international expansion has been carried out combining company-owned and franchise stores, corners in department stores and the online channel. At the close of 2021, Mango was selling online in 85 countries.

More information on Mango's international expansion:

[Mango celebrates 30 years of international expansion and maintains its rate of store openings in 2022 | Mango](#)

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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](http://www.mango.com)