

MANGO

Mango continues its expansion in Belgium with new openings and a new retail concept



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- The company has opened two stores in Brussels in the last two months and will open another this summer in Liège, the first in the country to incorporate the new New Med image.
- Mango's expansion plan in Belgium anticipates the opening of three new stores, and more than ten corners over the next twelve months.

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Mango, one of Europe's largest fashion groups, strengthens its presence in Belgium. The company has launched two new stores in Brussels in the last two months and plans to open another in the city of Liège in August.

The stores opened by the company in Brussels are located in the Woluwe Shopping Centre at 200 Rue Saint-Lambert and at 28 Av. Louise. The first store has 436 m2 of sales area and offers products and items from the Women's and Kids lines; while the Av. Louise store has 286 m2 where the company sells its Women's line.

In August, Mango plans to open a new store in the Médiacité Shopping Centre in the city of Liège. It is the first store in the country to incorporate the new Mediterranean-inspired New Med concept, already in some of the group's European flagship stores; and it will have 300 m2 of sales area for its Women's line.

The company is also getting ready to refurbish its store located at 268 Chaussée de Bruxelles in the city of Waterloo this summer, which after the work will boast 220 m2 of sales area for the products and items of its Women's line.

Mango currently has more than 84 stores in Belgium. The company plans to strengthen its presence in the Belgian market by opening two new company-owned stores, in addition to Liège, and more than a dozen corners in the next twelve months.

The New Med concept envisages Mango stores as a Mediterranean house with different rooms, where warm tones and neutral colours dominate, mixed with traditional, handcrafted, sustainable and natural materials, such as ceramics, tuff, wood, marble, esparto and leather.

Mango's New Med store aims to reflect the spirit and freshness of the brand and is strongly influenced by Mediterranean culture and style. Sustainability and architectural integration are key to this new design; therefore, the new stores feature elements such as eco-efficient lighting and air conditioning and a design that incorporates sustainable materials such as natural paints.

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