

MANGO

Mango brings its Mediterranean style to Austria with the renovation of its flagship store in Vienna



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- The company will start renovating its flagship store tomorrow in Kaertnerstrasse (Vienna), one of the most important in the country, to make it the first store nationwide to incorporate the new *New Med* image.
- The store, which is due to reopen in October, will transform its façade to give more space and visibility to the store window and will replace the lighting, flooring and furniture to adapt them to the Mediterranean culture and style.
- This is the company's second refurbishment in the country, following the renovation of another store in Vienna last March.

VIENNA,

12 JULY 2022

Mango, one of Europe's leading fashion groups, is strengthening its presence in Austria. The company will start renovating its flagship store tomorrow in Kaertnerstrasse (Vienna), one of the most important in the country, to make it the first store nationwide to incorporate the new Mediterranean-inspired *New Med* concept. Vienna joins cities such as New York, Paris, London and Barcelona, where Mango has already rolled out its new store concept.

The store, which is scheduled to reopen in October, is located at 22 Kaertnerstrasse in Vienna's first district and has 880 square metres of sales area where the company offers products and items from its Women's, Men's and Kids lines.

This is the company's second refurbishment in Austria this year, following the renovation of another store in Vienna last March. Specifically, Mango transformed the store located in the Millennium City shopping centre, which has 330 square metres of sales area where it sells its Mango Women's line.

Both renovations are part of Mango's commitment to strengthen its presence in Austria and improve the customer experience. The company currently has 33 stores in the country, including own stores, franchises and corners.

Kaertnerstrasse's renovation

The Kaertnerstrasse *flagship store* opened its doors to the public in March 2000 and is located within the Hotel Ambassador complex. A century-old historic building that is considered one of the most architecturally important in the city, hosts different venues including a dance hall, a concert hall and the hotel itself.

With the remodelling, Mango will transform its façade to give more space and visibility to the store window and will replace the lighting, flooring and furniture to adapt them to the Mediterranean culture and style. It will also heighten the store's ceilings to gain height inside and build a new ramp to enable access for pushchairs and wheelchairs, while respecting the century-old, iconic style of the building.

César de Vicente, Mango's retail director, says that "we want to offer our customers a welcoming environment to enjoy unique and personalised experiences. The new *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."

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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