

# MANGO

## Mango, new sponsor of Barcelona Open Banc Sabadell



Xavier Pujol, CEO of Barcelona Open Banc Sabadell and Toni Ruiz, CEO of Mango

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- Mango will be responsible for dressing all the tournament personnel, including the ball boys and boy girls, line judges and umpires.
- The contract, which will come into force in 2023, will have a 3-year duration, until 2025.
- The fashion firm will be responsible for implementing the first line merchandising of the Barcelona Open Banc Sabadell.
- This sponsorship demonstrates the commitment of the group, which is headquartered in Barcelona, to maintain closer ties with the region.

*BARCELONA,*

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Mango, one of Europe's leading fashion groups, has signed an agreement with Real Club de Tennis de Barcelona 1899 to become a new technical sponsor of Barcelona Open Banc Sabadell – 70<sup>th</sup> Conde de Godó Trophy tennis tournament. The contract, which will come into force in 2023, will have a 3-year duration, until 2025.

From the next edition of the tournament, which will take place from 15 to 23 April 2023, Mango will be responsible for dressing all the personnel, including the team of ball boys and ball girls, line judges and umpires participating in the same and present on the tennis courts. Mango will also dress all the members of the tournament organisation.

At the same time, the fashion firm will be responsible for implementing the first line merchandising of the Barcelona Open Banc Sabadell. Alongside the RCTB 1899 (the tournament owner) and Tennium (tournament organiser), Mango will design and manufacture a collection of fashion garments and accessories for the sporting event, which will be distributed in the official store during its celebration.

Mango's inclusion within the pool of sponsors of the Barcelona Open Banc Sabadell is part of the group's commitment to maintain closer ties with the region and support the cultural, social and economic activity of the Catalan capital, resuming its previous collaboration with the tournament between 2011 and 2013.

Toni Ruiz, the Chief Executive Officer of the fashion group says that "Mango is a company founded in Barcelona with close ties to its city of origin, which we continue to support with agreements like the one we have just signed with Real Club de Tennis Barcelona 1899". "At Mango we identify with the values of tennis and those of a long-standing and traditional event like the Conde de Godó Trophy, a social, economic and cultural meeting point of the city", he adds.

Xavier Pujol, the CEO of Barcelona Open Banc Sabadell, is celebrating the agreement reached with Mango. "It is a huge satisfaction to have Mango as a strategic partner of our tournament. We share the same vision and ambition to increase the diffusion of our city and our tournament around the world", he proudly affirms.

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