

MANGO

MANGO IS TO OPEN A 2,100 m² FLAGSHIP STORE ON NEW YORK'S FIFTH AVENUE

In 2021, the company opened four stores in the United States, as part of its expansion in the country

BARCELONA, 25th JANUARY, 2022 – Mango is preparing to open a store on New York's Fifth Avenue, one of the city's busiest streets.

The new flagship store will be located in Plaza District, one of the most exclusive shopping areas of Fifth Avenue. The store will have a selling space of close to 2,100 m² in the Grande Dame building, at number 711 of the emblematic New York avenue. It is a historic building from the late 1920s, which has won awards for its elegance and beauty, and was previously the headquarters of major companies including NBC, Columbia Pictures and Coca-Cola. The firm plans to open the store, which will stock the Woman, Man and Kids lines, during the first half of 2022.

"The opening of the new flagship store on Fifth Avenue is a major landmark for Mango in its omni-channel development strategy in the United States. Having a store of these characteristics in one of the most prestigious locations and with the biggest footfall in the continent will allow us to increase our brand recognition, both in the American market and internationally", according to Daniel López, Mango's Director of Expansion and Franchises.

This new store is part of the expansion plan the company is implementing in the United States, announced in late 2020. This year, Mango has opened four stores. Specifically, the company has opened stores in the shopping centres Menlo Park and American Dream, both New Jersey, Roosevelt Field in New York and Dadeland in Miami, Florida.

Mango has been present in the United States since 2006. The company strengthened its commitment to the North American market in late 2017 with the refurbishment of the SoHo store and with the agreement with Macy's in 2019 to accelerate the firm's online growth in the country. With this new opening, the firm will have a total of 9 stores in the country.

Mango was founded in Barcelona 1984 and is today one of the leading fashion groups in the world. The company, which is present in more than 110 countries, closed 2020 with a turnover of 1.842 billion euros, of which the online channel represented 42%. More information at www.mango.com

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