



Mango takes its new retail concept to the Netherlands and now has 30 stores in the country

- The company has opened a new store in Leiden, the first in the country to feature the New Med image
- Mango's expansion plan in the Netherlands will see the opening of three more stores this year

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Mango, one of Europe's leading fashion groups, is strengthening its presence in the Netherlands. The company has opened a new store in Leiden, a city located approximately forty kilometres from Amsterdam. This is the first store in the country to feature the new, Mediterranean-inspired concept, New Med, already present in some of the group's European flagship stores.

The store, located at number 95 Haarlemmerstraat, has a selling space of 550 m² and stocks the Woman and Kids lines.

For Mango, this opening brings the total number of stores in the country to 30, including both company and franchise stores, and also marks the starting point of an expansion plan the company will roll out in the Netherlands after several years of development and positive results in this market.

This year, the company plans to strengthen its presence in the Dutch market in two ways: on the one hand, through the opening of three new stores in large and medium-sized cities such as Utrecht, Tilburg and Groningen; and on the other, with the refurbishment of its stores network to adapt it to the New Med concept.

César de Vicente, Mango's Retail Director, says: "we want to offer our customers a welcoming environment in which they can enjoy unique and personalised experiences. The New Med concept conceives the Mango store as a Mediterranean home, with different areas (rooms) in which warm tones and neutral colour bases predominate and are combined with traditional, artisanal, sustainable and natural materials, such as ceramic, tufa, wood, marble, esparto grass and leather".

The Mango New Med store aims to reflect the spirit and freshness of the brand and is strongly influenced by Mediterranean culture and lifestyle. Sustainability and architectural integration are key aspects of this new design, which is why the new stores are equipped with energy-efficient elements in their lighting and temperature control systems, while their design incorporates sustainable materials such as natural paint.

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MANGO

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