

# MANGO

Mango launches a solidarity collection  
to support breast cancer research for the fifth  
consecutive year



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- Once again this year, the firm is collaborating with the FERO Foundation, a cancer research organisation, to whom all profits from sales will be donated.
- Since the two organisations began their relationship in 2008, Mango has managed to raise close to one million euros, which have been donated to the fight against this disease.
- This year, Mango in collaboration with FERO has launched the *Made of seams* concept, which highlights scars as part of our journey through life.

*BARCELONA,*

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Mango, one of Europe's leading fashion groups, and the FERO Foundation, a leading cancer research organisation, are joining forces once again this year to fight against breast cancer.

For the fifth consecutive year, the firm is launching a solidarity collection of garments, all profits from which will be donated to the Foundation for research into this disease. The launch coincides with Breast Cancer Awareness Month, which takes place in October, and International Breast Cancer Day, on 19 October.

The Mango solidarity collection, which is now available on its Mango.com online channel and at selected stores in some twenty countries, including Spain, France and Italy, is made up of five t-shirts with different designs for the Woman line.

This year, Mango has launched its collaboration with the FERO Foundation under the *Made of seams* concept, developed by the McCann creative agency. Some of the garments in the Mango X Fero collection feature exposed seams and labels with a message that refers to scars being stitches that demonstrate our zest for life.

The collaboration between Mango and the FERO Foundation began in 2008, when the sisters Penélope and Mónica Cruz designed a t-shirt with the fashion firm to cooperate in the fight against Breast Cancer. In 2010 and 2011, Mango sold a t-shirt designed by Jordi Labanda in collaboration with the Foundation. And since 2017, both organisations have collaborated in the launch of an annual collection to raise funds for breast cancer research. Since the two organisations began their relationship in 2008, Mango has managed to raise close to one million euros, which have been donated to the fight against this disease.

Thanks to these funds, the FERO Foundation has been able to fund the Advanced Molecular Diagnostics Programme at the Vall d'Hebron Hospital in Barcelona, where they are exploring how to improve the diagnosis of the disease, as well as creating a FERO-Mango Scholarship for breast cancer research, which promotes the careers of young researchers in this field and which this year will award its fourth scholarship. The winners will be announced at the charity gala FERO will hold in Madrid in November.

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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)*

## **About the FERO Foundation**

*The Fero Foundation is a private foundation dedicated to promoting cancer research. The organisation, founded in 2001 by Dr. Josep Baselga and currently chaired by Sol Daurella, is committed to translational research, a model based on the transfer of basic research results to clinical practice, allowing patients to benefit more quickly from scientific advances in the fight against cancer. The Foundation is the promoter, among others, of the Breast Cancer Centre of the Vall d'Hebron Hospital and the Vall d'Hebron Oncology Institute (VHIO), an internationally-renowned institution in the field of oncology. Furthermore, for 10 years now it has awarded FERO Scholarships, aimed at supporting the careers of young researchers and collaborates with 18 research centres throughout Spain, financing projects, programmes and teams that are changing the way we deal with cancer today.*

*For more information: [www.fero.org](http://www.fero.org)*