

# MANGO

## Mango continues its expansion in the US with new store openings in Florida and will close the year with ten stores in the country

- Today, the company opens a new store in Miami, located in Lincoln Road, one of the busiest shopping streets in the country, which houses over 200 stores and brands.
- Before the year end, the company will consolidate its brand in the heart of Florida, where it plans to open three new stores, in order to close the year with ten stores in the country.
- The goal of Mango is to reach 2024 with approximately 40 stores in the United States and for the country to become one of the group's top five markets in terms of turnover.
- In the first nine months of this year, Mango's online channel has increased its presence in the American market and now accounts for over half of the company's sales in the country and is forecast to represent 70% of turnover by 2024.

*BARCELONA,*

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Mango, one of Europe's leading fashion groups, is continuing to expand in the United States with the opening of a new 430 m<sup>2</sup> store in Miami today, located at 1036 Lincoln Road, one of the busiest shopping streets in the country, which houses over 200 stores and brands.

"The opening of this new store marks a starting point for Mango's expansion in the state of Florida and a major step forward in our strategic goals for international expansion and consolidating our brand presence in the United States, one of the most important fashion markets in the world", Daniel López, Mango's Global Expansion Director, points out.

With the opening of this new store, which stocks the Woman and Man lines, Mango presents its menswear line for the first time to its customers in the state of Florida, following the positive results posted in the state of New York during the first few months of the year.

The architectural project of this new store has been conceived to general a low environmental impact. In the creation of the space, the existing structure has been respected, and a second life has been given to the floors, ceilings, lighting and installations.

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## Expansion in the heart of Florida and in the United States.

The opening of the Lincoln Road store marks a starting point for the expansion plan the company will implement in the next few months, in order to consolidate its brand in the heart of the state of Florida. In order to achieve this, Mango plans to open three new stores, which will be located in the Florida's main shopping centres, allowing the company to close the year with at least ten stores in the United States, as well as online sales via Mango.com, Nordstrom and Macy's.

In November, the company will extend its presence in Florida with a new store in Aventura Mall, the main shopping centre in Miami and in the south of Florida state and one of the ten largest shopping centres in the United States. The new store, which has a selling space of over 400 m<sup>2</sup>, will stock the Woman line and will generate more than 15 jobs.

In addition to Aventura Mall, in November Mango will open a new store with a selling space of over 380 m<sup>2</sup> in the Florida Mall shopping centre, located near Orlando international airport and the Walt Disney World Resort theme park, and in December another store with a selling space of over 260 m<sup>2</sup> in the Miami International shopping centre, located close to Miami international airport.

In 2023, the company will continue to grow in Florida with new stores in cities such as Boca Ratón, as well as extending its presence towards the west of the country with new store openings in the states of Georgia, Texas and California.

The goal of Mango is to reach 2024 with approximately 40 stores in the United States and for the country to become one of the group's top five markets in terms of turnover. In order to achieve this, as well as the expansion of physical stores, the group will drive its online business, via Mango.com and various marketplaces.

In the first nine months of this year, Mango's online channel has increased its presence in the American market and now accounts for over half of the company's sales in the country, and is forecast to represent 70% of turnover by 2024.

## Mango in the United States

Mango has been present in the United States since 2006. After the opening of its 2,100 m<sup>2</sup> flagship store on New York's Fifth Avenue, the company now has eight stores in the country, among them its stores in New York's Roosevelt Field and SoHo district; in the Menlo Park and American Dream shopping centres, both in New Jersey; and the Dadeland shopping centre, in Miami (Florida); as well as two stores in Puerto Rico.

The company strengthened its commitment to the North American market in late 2017 with the refurbishment of the SoHo store and its store in the American Dream shopping centre, which reopened recently following a comprehensive refurbishment.

In the online environment, the company sells its products via its Mango.com website and via the Nordstrom and Macy's websites. Last April, Mango launched on its website its line of essential products for the home (Mango Home).

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For more information, please contact:

Pilar Riaño y Miki Herráiz  
616 816 600 / 610 449 939  
pilar.riano@mango.com / miguel.angel@mango.com

Jordi Sacristán & Natalia Estepa (Roman)  
666 479 956 / 646 639 918  
j.sacristan@romanrm.com / n.estepa@romanrm.com

*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)*