

# MANGO

## Mango strengthens its presence in Florida by opening a new store in Aventura Mall

- The company has now three stores in the State of Florida, where it plans to open another one before the year end.
- The goal for 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.

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Mango, one of Europe's leading fashion groups, continues to implement its expansion in the State of Florida with the opening of a new store in Miami.

The new store, which opened last Friday, has a selling space of 4,300 sq ft and is located on the second floor of Aventura Mall, the main shopping center in Miami and in the south of the State of Florida, which houses more than 300 stores and brands and has a wide gastronomic offer. With the opening of this new store, which will exclusively distribute the company's Woman line, Mango will create 25 new jobs in Miami.

"This new opening allows Mango to continue its expansion in the United States, a key market for the company and one of the most important in the fashion world. We want to strengthen our presence in the country with the opening of new stores before the end of the year", says Mango's global expansion director, Daniel López.

The store features the Mediterranean-inspired concept known as New Med, already present some of the group's flagship stores around the world, which aims at reflecting the spirit and freshness of the brand and is strongly influenced by Mediterranean culture and style. Sustainability and architectural integration are key to this new concept, which is why new stores feature environmental-friendly materials such as natural paint.

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

This new store opening is in addition to the one that Mango carried out last October in Lincoln Road, one of the most well-known commercial streets in the country.

The company is implementing an expansion plan to consolidate its brand in the heart of the state of Florida, where it already has three points of sales and plans to open two more within a couple of months in the Florida's main shopping centers.

After Aventura Mall, Mango plans to open a new store with a selling space of over 4,090 sq ft in the Florida Mall shopping center, located near Orlando international airport and the Walt Disney World Resort theme park, and another store with a selling space of over 2,800 sq ft in the Miami International shopping center, located close to Miami International Airport.

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As for the company's plans for 2023, Mango will continue to grow in Florida with new stores in cities such as Boca Raton, as well as expanding its presence to the west with the opening of new stores in Georgia, Texas and California.

Mango's goal is to reach 2024 with around 40 points of sale in the United States, positioning the country in the company's top five markets in terms of revenue for the group. To achieve this target, in addition to the expansion of physical stores, the group plans to boost its online activity on Mango.com and other marketplaces.

During the first nine months of 2022, Mango's online channel has gained strength in the US market and already accounts for more than half of the company's sales in the country. The brand forecasts that in 2024 it will account for 70% of the business.

## Mango in the United States

Mango has been in the United States since 2006. After last May's inauguration of its 22,600 sq. ft. Fifth Avenue flagship store, in New York, the company currently has eight points of sale in the country, including its stores in Roosevelt Field and SoHo in New York, in the Menlo Park and American Dream malls, both in New Jersey; and Dadeland and Lincoln Road, in Miami (Florida); apart from two more stores in Puerto Rico.

The company reinforced its commitment to the US market in 2017, with the refurbishment of its SoHo store, as well as its American Dream store, which recently reopened its doors after an exhaustive refurbishment.

In the online environment, the company offers its products through Mango.com and through Nordstrom and Macy's webpages. Last April, Mango added its essential home products Mango Home to its United States website.

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Mango, one of Europe's leading fashion groups, is a global company with design, creativity, and technology at the center of its business model. The company follows a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, Mango closed 2021 with a turnover of 2.234 billion euros, and 42% of its business originating from its online channels and present in over 110 markets. More information at [www.mango.com](http://www.mango.com).

Aventura Mall is the premier shopping destination in Miami and South Florida, and one of the top shopping centers in the U.S. Anchored by Nordstrom and Bloomingdale's, the center is highlighted by a mix of over 300 stores, from luxury fashion brands to shopper favorites. Aventura Mall also features more than 50 eateries and restaurants; and the experiential Arts Aventura Mall program highlighting 20+ museum-quality pieces in a range of mediums, which visitors can enjoy via a self-guided ArtWalk audio tour.