

MANGO

Mango extends its Mediterranean style in Austria with the refurbishment of another store in Vienna



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- The company has reopened its store in Mariahilfer straÙe (Vienna) under the Mediterranean-inspired store concept, New Med.
- The store, which has a selling space of 600m², stocks products from the Woman and Kids lines.
- This is the fourth store in the country to feature the New Med concept, which is present in the company's principle stores around the world.

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Mango, one of Europe's leading fashion companies, is consolidating its presence in Austria. The company has reopened its store located in Mariahilfer straÙe 86, in Vienna, one of the biggest in the country, after refurbishing it to make it the fourth in the country to feature the New Med concept, which is present in the company's principle stores around the world.

The new store, which has a selling space of 600 square metres, stocks products from the Woman and Kids lines.

The Mango New Med concept 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 to this new design, which is why new stores feature elements such as eco-efficient lighting and heating and ventilation, and a design which incorporates sustainable materials such as natural paint.

Daniel López, Mango's Expansion and Franchises Director, points out that "with the refurbishment of Mariahilfer straÙe we want to offer our customers a welcoming environment to 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".

This is the first refurbishment the company has carried out this year in Austria, after refurbishing its flagship store located in Kaertnerstrasse (Vienna) last year, which has a selling space of over 800 square metres, in which Mango stocks its Woman, Man and Kids lines; and the store located in the Millennium City shopping centre (Vienna), with a selling space of over 330 square metres where the company stocks the Mango Woman line.

These store refurbishments are part of Mango's commitment to consolidate its presence in Austria and improve the shopping experience of its customers. The company closed 2022 with 39 stores in Austria, including company-owned stores, franchises and corners in department stores. The company also has an online presence via its own online channel and other marketplaces.

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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 2022 with a turnover of 2.688 billion euros, with 36% of its business originating from its online channel and with a presence in over 115 markets. More information at mangofashiongroup.com