

MANGO

Mango presents Capsule: exclusivity, quality and fashion for its new events collection for this Spring/Summer



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- Mango is focusing on the formal events season and launching a collection featuring the brand's characteristic dresses and jumpsuits.
- The new collection stands out for the quality of its materials (with silk, premium viscose, taffeta, feathers, tassels and sequins) and finishes, and for the exclusivity of its garments.
- Capsule will be available mainly online and in selected stores and will be distributed in twice-monthly deliveries between March and September.
- The brand is giving a nod to new brides, who opt for simple, affordable and elegant designs for their special day, by including total white garments aimed at them.

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Mango, one of Europe's most global fashion brands, presents Capsule, its new Spring/Summer 2023 events collection for women. The brand is focusing on the formal events season typical of spring, and has created a specific occasion for these occasions. The new collection stands out for the quality of its materials and finishes, and for the exclusivity of its garments.

The collection consists of limited-edition garments for a timeless festive wardrobe. It mainly features the brand's characteristic dresses and jumpsuits, as well as two-piece suits and flowing trousers.

The star materials are silk, premium viscose, taffeta, feathers, tassels and sequins. They have all been selected to achieve fantastic finishes, softness and quality, without sacrificing comfort.

The Capsule collection is a special project led by Justicia Ruano, Creative Director of Mango Woman. "Mango is a brand that stands out for events and with Capsule we are going one step further with an exclusive product featuring exquisite materials", Justicia Ruano points out.

Capsule will be available mainly online, although it can also be purchased in selected stores. The collection will be distributed in twice-monthly deliveries between March and September, the period when most formal events take place.

The new Mango launch is characterised by garments produced locally with premium, short-circuit materials and an exquisite craftsmanship. Mango has selected new fabric suppliers and factories in Morocco and Portugal to guarantee the quality of the raw materials and finishes.

3D design has been key to the creation of the collection. This digital practice, now commonplace in Mango design processes, has helped produce the collection in a quicker and more contemporary manner, facilitating the process of visualising the colours and volumes, among other aspects of dressmaking.

Key garments in the collection include the tassel dresses and the Guipure suit, both in shades of red. The collection also includes accessories with a more festive air, such as the structured bags with precious stones, tassels or maxi flowers, as well as fine-strap sandals in neutral colours such as black, nude and silver, designed to complement any event outfit.

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Mango has chosen three colour groups for Capsule: black, reds and pinks, and pastel tones. Key among them is white, a colour which features in part of the collection as a nod to new brides, who opt for simple, affordable and elegant designs for their special day. In May, a month typically reserved for brides, Capsule will increase the proportion of this type of garments.

The campaign launch of Capsule, which premieres today, features the model Rianne Van Rompaey, shot by Drew Vickers. Rianne, who is Dutch, is one of the most-acclaimed models of the moment.

Mango is a global company with design and creativity at the centre of its business model and a strategy based on constant innovation, the search for sustainability and an ecosystem of channels and partners that has made it one of Europe's leading fashion groups and one of the top companies within the sector. Mango bases its model on a unique fashion proposal, based on translating the key trends into its own language, resulting in two major collections per year, which are enlarged with capsule collections every two weeks that focus on different moments and occasions, in order to renew its offer constantly.

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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