

# MANGO

Mango strengthens its presence in Italy with a new store in  
Bologna



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- This weekend the company opened a new 600 m<sup>2</sup> store in Bologna, which will stock the Woman and Kids lines.
- The store featured the Mediterranean-inspired store concept, New Med, present in the company's major flagship stores.
- With the opening, Mango reaches 79 points of sale in the country.

## *BOLOGNA,*

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Mango, one of Europe's leading fashion groups, continues to implement its international expansion plan with a new store in Italy. This weekend, the company opened a new store in Bologna, located at 18 Via Rizzoli.

"The opening of our store in Bologna is a step further in our strategic goals for international expansion and strengthens our presence in the Italy, a strategic market for Mango and one of the most important for the fashion world", Daniel López, Mango's Global Expansion Director, points out.

The new store has a selling space of nearly 600 m<sup>2</sup> and stocks products from the Woman and Kids lines. In addition, the store features the Mediterranean-inspired store concept, New Med, which can be found in some of the group's flagship stores around the world.

This 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 in this new concept. These stores are characterised for featuring environmentally-friendly materials, such as natural paint. The store also has a recycling point, allowing Mango customers to deposit their garments for recycling and reuse.

## Mango in Italy

Mango has been present in Italy since 2001. At the close of 2022, the company had 78 stores in the country, including company-owned stores, franchises and corners in department stores, and is present in the major cities in the country. 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](http://mangofashiongroup.com)*