

MANGO

Mango implants its new Kids Lab store concept in Paseo de Gracia and creates a play area for the first time



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- Today, the company is opening its Mango Kids store in Paseo de Gracia (Barcelona), the largest in the world in terms of turnover in its children's line, with a new image after almost two months of refurbishment works.
- The Kids Lab concept involves a total refurbishment of the furniture and layout in the store, in order to increase and display products in a different way and adapt more to the needs of customers.
- With the refurbishment, the store has also become the first Mango store in the world to include a recreation and play area for children.

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Mango, one of Europe's leading fashion groups, continues to grow and develop its Mango Kids line. After two months of refurbishment, today the company is opening its Mango Kids standalone store located in Paseo de Gracia (Barcelona), the largest in the world in terms of turnover in its children's line, with a new store image, Kids Lab.

The Kids Lab concept involves a total refurbishment of the furniture and layout in the store, in order to increase the product display and present it in a different way and adapt more to the needs of customers. This transformation will also include a refurbishment of the layout and design of the fitting rooms, with larger and more open spaces.

According to Berta Moral, the Director of Mango Kids and Teen, "the transformation of our stores is part of our obligation as a company to adapt to the constant changes that occur in our industry, and to a target market with different needs to adults: children. We want to offer our customers added value in their in-store shopping experience".

For the first time in a Mango store, the new Mango Kids store in Paseo de Gracia includes a play area for children. The store, with a surface area of 330 m², has a perforated educational panel on the lower floor, dedicated exclusively to its line of products for babies and newborns, as well as a table football on the first floor, dedicated to the children's collection.

Founded in 2013, Mango Kids currently has more than 540 stores in over 80 countries worldwide and 75 online markets.

Kids Lab, a new store concept

Kids Lab is the name that defines the new image of Mango Kids stores, a new store concept in line with the New Med style already featured in some of the most important flagship stores, developed in order to generate a low environmental impact.

The first Mango Kids Lab trial was conducted last June following the refurbishment of the store located on Boulevard Haussmann in Paris. Since then the concept has been included in all new Mango Kids store openings since last September. Following the refurbishment of Paseo de Gracia and the store located in Rambla de Catalunya 97, the company now has 22 Mango Kids stores featuring the new Kids Lab concept.

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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