

# MANGO

Mango takes part in the second edition of the Metaverse Fashion Week



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- The company is once again present at the virtual fashion event with its Virtual Assets technology team, created last year coinciding with the first edition of the event.
- Mango's Virtual Assets team, made up of almost ten 3D, software, AI and blockchain engineers, as well as 3D artists, aims to develop digital content and projects, enabling the company to add the virtual environment to its ecosystem of digital and physical channels.
- Within the Metaverse Fashion Week framework Mango will also organise a runway in its virtual space Decentraland to present its new Capsule collection.

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Mango, one of Europe's leading groups in the fashion industry, continues to move forward in its commitment to innovation with its participation at Metaverse Fashion Week. The company is present again at the second edition of the event with its own area in the Fashion District of Decentraland, developed by members of its Virtual Assets technology team.

Mango's Virtual Assets team, created last year coinciding with the company's participation at the first edition of the Metaverse Fashion Week, is made up of almost ten 3D, software, AI and blockchain engineers, as well as 3D artists. Its goal is to develop digital content and projects that enable the company to add the virtual environment to its ecosystem of digital and physical channels.

"The creation and consolidation of the Virtual Assets team and the growth of Mango in the metaverse environment is another example of the company's innovative character and its strategy based on constant innovation," says Jordi Àlex, director of technology, data, privacy, security and Virtual Assets at Mango.

Mango's own space in the Fashion District of Decentraland is located at coordinates -120.4 and spread over two floors. The first reproduces the company store, while the other floor has a runway area with stands for the catwalk attendees. In this space, participants can purchase wearables from Capsule's new collection for formal events. There will be 5 items available, including a blouse, 2 tops, a pair of trousers and sandals, at a price between 5 and 10 MANA cryptocurrencies, equivalent to 3 and 6 euros.

Within the framework of events programmed for this week, the company will hold a celebration tomorrow, Tuesday 28 March from 8pm to 10pm in this space, to present its new Capsule collection. At the same time on Thursday another event will take place in memory of the late Luis "Lajos" Arregui Henk, the Argentine-Hungarian crypto artist – known as Farkas – and creator of the first three NFT and Mango wearables presented at the past edition of Metaverse Fashion Week.

## About Metaverse Fashion Week

Metaverse Fashion Week is a global fashion event taking place from 28-31 March in virtual form on Decentraland, a virtual-reality-focused metaverse platform. Considered the great virtual fashion week, the main brands present their digital fashion collections on virtual catwalks and via shopping experiences in this second edition, as well as organising a wide variety of parallel events and activities.

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For further information, please contact:

Miki Herráiz

+34 610 449 839

[miguel.angel@mango.com](mailto:miguel.angel@mango.com)

LLYC

Mònica Acero and Eva Pedrol

+34 615 075 981 / +34 650 883 797

[macero@llorentycuenca.com](mailto:macero@llorentycuenca.com) / [epedrol@llorentycuenca.com](mailto:epedrol@llorentycuenca.com)

*Mango, one of Europe's leading fashion groups, is a global company with design and creativity at the heart of its model and a strategy based on constant innovation, the pursuit of sustainability and a comprehensive ecosystem of channels and partners. Founded in Barcelona in 1984, the company ended 2022 with revenues of 2,688 million euros, with 36% of its business originating from its online channel and presence in more than 115 markets. For more information, please visit: [mangofashiongroup.com](http://mangofashiongroup.com)*