

MANGO

Mango takes its New Med concept to Alicante with the refurbishment of its flagship store on Avenida Maissonave



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- Today, the company is reopening this 1,000 m² store, which stocks products from the Woman, Man and Kids lines, following its refurbishment to make it the first in the city to feature the New Med image.
- The store has modified its fitting room area to include adjustable lighting, while new technologies and services have been added to improve the customer shopping experience, as well as a garment recycling point and a specific click & collect zone for the collection and return of orders.
- The refurbishment is part of the plan to refurbish the Mango store network, which aims to extend this retail concept beyond its flagship stores.
- 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 elements of this new design.

ALICANTE,

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Mango, one of Europe's leading fashion groups, is continuing with its plan to refurbish its stores in Spain with the reopening of its flagship store in Alicante today. The store, located at 33-39 Maissonave Avenue, has a selling space of 1,000 m² and stocks the Woman, Man and Kids lines.

With the refurbishment, the store has become the first in Alicante to feature the Mediterranean-inspired store concept, New Med, already present in some of the group's flagship stores around the world. The refurbishment is part of the plan to refurbish Mango stores, which aims to extend this retail concept beyond its flagship stores.

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.

With the store refurbishment, Mango has created a new fitting room area, increasing its size to make it more functional, while equipping it with adjustable lights. New technologies and services have also been added to improve the customer shopping experience, such as a specific click & collect zone for the collection and return of orders; a container where customers can deposit used clothing and footwear to give their garments a second life; and RFID technology for better stock control.

Mango has three stores in Alicante. In addition to its flagship store in Avenida Maissonave, the company has a store in Plaza Mar, 2 and another in the Outlet Stores shopping centre. The total number of stores in the community of Valencia is 15.

Mango closed 2022 with 375 stores in Spain, including company-owned stores, franchises and corners in department stores, as well as an online presence through its own online channel and other marketplaces. In global terms, in 2022 the company accelerated the development of its network of company stores, closing the year with 2,566 stores in over 115 markets in all five continents.

For more information, please contact:

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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