

# MANGO

Mango opens its first store in Colmar and strengthens its presence in the east of France



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- Today the company will open a 400 m<sup>2</sup> store in the city, which will stock the Woman line.
- The store, located at 1 Rue des Clefs in a building with a listed façade, is the first in the east of the country to feature the new Mediterranean-inspired concept known as New Med, present in some of the group's flagship stores around the world.
- Mango considers France to be one of its strategic markets, where it is expanding its presence in order to reach 300 stores by 2025.

*MADRID,*  
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Mango, one of Europe's leading fashion groups, is continuing its expansion plan in France and extending its presence in the east of the country with its first store opening in the city of Colmar, located in the Alsace region. The new store is located at 1 Rue des Clefs, one of the city's prime shopping streets.

The store, which has a selling space of 400 m<sup>2</sup> and exclusively stocks the Woman line, is housed in a listed building that has a wooden façade with mouldings and its original parquet flooring. In addition, the new store is the first in the east of France to feature the new Mediterranean-inspired concept, New Med, present in some of the group's flagship stores around the world.

The New Med design 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.

"The new store in Colmar is a step further in our strategic goal for international expansion and strengthens our presence in France, 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 Mango store opening in Colmar is part of the expansion plan the company is implementing in France, one of its strategic markets. Last year, the company refurbished its flagship store in Paris, located on Boulevard Haussmann, and aims to consolidate its presence in this market in the coming years with the opening of close to 70 stores, to reach of a total of 300 stores by the close of 2025.

Mango has been present in France since 1998 and closed 2022 with 233 stores in the country, including company-owned stores, franchises and corners in department stores. The company also has 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](https://www.mangofashiongroup.com)*