

MANGO

Mango strengthens its presence in Barcelona with the installation of its logo in Plaza Francesc Macià



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- The company logo, 9.5 metres wide and 1.5 metres high, will impact directly on an average of 52,000 vehicles and 285,000 people every day, representing 20% of the population of Barcelona, and will be illuminated at night.
- Its installation strengthens the visibility and the historic commitment of Mango with the city of Barcelona, with which it has recently developed closer ties by sponsoring the *Trofeo Conde de Godó*.

BARCELONA,
17 APRIL 2023

Mango, one of Europe's leading fashion groups, is strengthening its presence and commitment to the city of Barcelona with the installation of its logo at number 4 of the central Plaza Francesc Macià.

The new company logo, located on a 30 metre-high building, is 9.5 metres wide and 1.5 metres high, and will allow Mango to impact upon an average of 52,000 vehicles and 285,000 people every day, which represents 20% of the population of Barcelona.

The structure, which replaces the Caser logo and will share a space with Danone, also employs low-consumption LED technology to illuminate the night, while minimising the energy consumption and lighting impact.

Its installation strengthens the group's visibility and its commitment to develop closer ties in the regions in which it is present, in particular Mango's historic commitment with the city of Barcelona, with which it has recently developed closer ties by becoming the sponsor of the Barcelona Open *Banc Sabadell – 70 Trofeo Conde de Godó* tennis tournament until 2025.

Mango and Barcelona, a historic relationship

Mango began its history in 1984 through Isak Andic, the Non-executive Chairman of the company, with the opening of its first store at number 65 Paseo de Gracia in Barcelona. With its vocation to inspire the world by sharing its passion for style and thanks to its international vision, by 1992 Mango already had a hundred stores in Spain and embarked on its international expansion with the opening of two stores in Portugal, before becoming one of the most international brands in 2022, with a presence in over 115 markets and a network of close to 2,600 stores.

With its roots in Barcelona, with a strong tradition in the European textile industry and one of the cradles of design and fashion in Spain, for four decades Mango has been looking to the future and inspiring the world with its passion for fashion and lifestyle.

The company centralises all its creative activity in Barcelona, where its headquarters is located in Palau-Solità i Plegamans and from where it manages company operations worldwide. Furthermore, the company coordinates all its logistics activity from its centre in Lliçà d'Amunt (Barcelona) and has an innovation hub called the Mango Innovation Centre, located in Barcelona's 22@ technology district.

Some of its most emblematic stores are also located in Barcelona, such as its flagship store located at number 36 Paseo de Gracia; its Mango Kids stand-alone store, also located in Paseo de Gracia and the most important in terms of turnover for its children's wear line; its store on the corner of La Rambla and C/ Canuda; or its stores in emblematic shopping centres such as Westfield Glòries, Westfield La Maquinista and L'illa Diagonal, as well as its store at the Barcelona-El Prat International Airport.

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In January, the company once again strengthened its commitment with the city of Barcelona through its membership of Tech Barcelona as a Global Partner, in order to integrate itself within the digital ecosystem of the city.

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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