

MANGO

Mango strengthens its presence in Morocco by opening its first store in Marrakech and launching its New Med concept



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- In January the company opened its first store in Marrakech, which spans 380 m2 and exclusively stocks the Woman line.
- This year, the group also plans to open its fourth store in Casablanca, which has a selling space of 525m2 and stocks the Woman and Man lines.
- Both stores feature Mango's Mediterranean retail concept New Med which aims to reflect the spirit and freshness of the brand and in which sustainability and architectural integration play a key role.
- Mango returned to Morocco in 2022 with 3 stores, as well as operating via its own online channel and other marketplaces.

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Mango, one of Europe's leading fashion groups, is continuing its international expansion and strengthening its presence in Morocco. The company has opened its first store in Marrakech and it will open a new store in Casablanca this year. Mango has also launched its Mediterranean retail concept, present in some of the group's flagship stores around the world, for the first time in the country.

In January Mango opened its first store in Marrakech. The store, located in M Avenue, the new shopping and lifestyle district which is an extension of the city centre, spans 380 m2 and exclusively stocks the Woman line. It is also the first store in Morocco with Mango's Mediterranean retail concept New Med which aims to reflect the spirit and freshness of the brand. 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.

After Marrakech, the company also plans to open its fourth store in the city of Casablanca this year, which will be located in the new Aeria Mall. With a selling surface of 525m2, this new store will stock its Woman and Man products and will be the first store in the city to feature the New Med concept.

"The new stores in Marrakech and Casablanca are a step further in our strategic goal for international expansion and strengthens our presence in Morocco, a country we returned to last year, but are expanding in thanks to our partner, Hudson" Daniel López, Mango's Expansion Director, points out.

Mango's expansion in Morocco is being implemented by Hudson, its franchise partner the company has been collaborating with since 2017. Hudson Holding, a leading and award-winning representative of global brands in North Africa, exclusively represents Mango, Nike, Converse, Tommy Hilfiger, Calvin Klein, Urban Jungle, Vans, Columbia, The North Face and Crocs in Morocco.

Mango returned to Morocco in 2022 closing the year with 3 stores, where it also operates via its own online channel and in 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)