

# MANGO

Mango consolidates its presence in the USA and continues its expansion with fifteen store openings in 2023



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- One year after opening its flagship store on New York's Fifth Avenue, the company is accelerating its expansion throughout the country and this year will arrive for the first time in the states of Georgia, Texas and California.
- The company will consolidate the brand in the country with new stores in cities such as Los Angeles, San Diego, Houston, Dallas, San Antonio and Atlanta, accompanied by a strong drive in online sales.
- The goal of Mango is to reach 2024 with approximately 40 stores in the United States and for the country to become one of the group's top five markets in terms of turnover.

*BARCELONA,*  
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Mango, one of Europe's leading fashion brands, is strengthening its presence in the United States with the opening of over fifteen new stores in 2023, particularly in the west and south of the country, and for the first time will open stores in the states of Georgia, Texas and California.

The company, which today celebrates the first anniversary of the opening of its flagship store on New York's Fifth Avenue, will consolidate its brand in the country with new store openings in cities it is not present in, such as Los Angeles, San Diego, Houston, Dallas, San Antonio, Atlanta, Glendale and McAllen, while strengthening its presence in states in which it is already present, such as Florida.

"The opening of over fifteen new Mango stores in 2023 represents a significant step forward for Mango to achieve its expansion targets in the United States, one of the key markets for the company in the coming years, and will allow us to strengthen our brand presence in the country", according to Daniel López, Mango's Director of Expansion and Franchises.

The planned store openings for this year include new Mango stores in the state of Texas, where the company will open stores in shopping malls such as The Shops at La Cantera (San Antonio), Galleria Dallas (Dallas), La Plaza Mall (McAllen), Memorial City Mall (Houston) and Baybrook Mall (Houston), among others.

Also significant is Mango's arrival in the state of California, where the group plans to open new stores in the shopping malls Glendale Galleria (Glendale) and Fashion Valley (San Diego), in addition to four stores in the city of Los Angeles: Brea Mall, Victoria Gardens, Los Cerritos and Beverly Center, located in Beverly Hills, the exclusive neighborhood of Hollywood stars.

All of these stores will exclusively stock the Mango Woman collection, unlike the new store Mango will open in the state of Georgia which, located in the Perimeter Mall (Atlanta), will have a selling space of 570m<sup>2</sup> and will stock products from the Woman and Man lines.

All the stores will feature the Mediterranean-inspired store concept, New Med, which reflects the spirit and freshness of the brand. Sustainability and architectural integration are key in this new design, which conceives the Mango store as a Mediterranean home with different rooms in which warm tones and neutral colors predominate, combined with traditional, artisanal, sustainable and natural materials, such as ceramic, tuff, wood, marble, sparto grass and leather.

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## Expansion Plan

Mango began its expansion plan in the United States last year, which aims to open approximately thirty new stores in three years, in order to reach a total of 40 stores by 2024, combining its presence in major shopping malls with standalone stores. The company wants the country to become one of the group's top five markets in turnover terms through the expansion of physical stores, as well as driving its online activity on Mango.com and in marketplaces.

The starting point for the expansion plan was the opening of its flagship store located at 711 Fifth Avenue in New York, one of the world's most exclusive shopping streets.

The store, with a selling space of 2,100 m<sup>2</sup> and which stocks its products from the Woman, Man and Kids lines, is located in the Grande Dame building on this emblematic New York Avenue, in a historic late-1920s building that previously housed major companies such as NBC, Columbia Pictures and Coca-Cola.

During the first phase of its expansion plan in the United States, Mango aimed to extend its presence in New York City (both in Manhattan and in both in Manhattan and in surrounding areas). After the store opening on Fifth Avenue, late last year the company focused on increasing its presence in the state of Florida, with the opening of two stores in Miami and one in Orlando.

Specifically, Mango opened new stores in Lincoln Road (Miami), one of the country's busiest shopping streets, in Aventura Mall, the main shopping mall in Miami and in the south of Florida stage and one of the ten largest in the United States, and in Florida Mall, located close to Orlando International Airport and the Walt Disney World Resort theme park. These four openings in 2022 increased the company's selling space in the United States by 2,500m<sup>2</sup>.

## Mango in the United States

Mango has been present in the United States since 2006. The company strengthened its commitment to the North American market in late 2017 with the refurbishment of the SoHo store and with the agreement with Macy's in 2019 to accelerate the firm's online growth in the country.

In 2021, Mango opened four stores in the country in New Jersey, New York and Miami, and in April 2022 launched its line of essential homeware products (Mango Home) via its website. In May, the company initiated its expansion plan in the United States with the opening of its flagship store on New York's Fifth Avenue and three store openings in Florida.

Mango closed 2022 with 10 stores in the United States, where it also operates via its website Mango.com and the websites of Nordstrom and Macy's.

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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](http://mangofashiongroup.com)*

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