

MANGO

Mango increases its presence in the Netherlands with seven store openings in 2023



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- The company will open new stores in cities including Groningen, Den Bosch, Nijmegen, Heerlen and Leeuwarden
- It will also increase its presence in Rotterdam, with the opening of a store in the Zuidplein shopping centre and the refurbishment of its flagship store in the city.
- Mango closed 2022 with 31 stores in the country and has an e-commerce business through its own online channel and other marketplaces.

BARCELONA,
13 JULY 2023

Mango, one of Europe's leading fashion groups, is continuing its expansion plan and plans to open seven stores in the Netherlands in 2023. The company will open stores in prime shopping streets in Groningen, Den Bosch, Nijmegen and Leeuwarden and in shopping centres such as Heerlen, as well as extending its stores network in cities in which it is already present, such as Rotterdam.

“The Netherlands is a key market for Mango’s international expansion. Our arrival this year in cities we have not been present in until now will consolidate our brand and allow us to strengthen our position internationally”, Daniel López, Mango’s Director of Expansion and Franchises, points out.

Key store openings include a new point of sale in Groningen. The store, located at number 48 of the Herestraat shopping street, has a selling space of 500m² and stocks the Woman and Kids lines. This summer, Mango will also open a store in Den Bosch, a city located approximately ninety kilometres from Amsterdam. Located in Schapenmarkt, the main shopping street, it has a selling space of 450m² and stocks the Woman and Man lines. Other key store openings are Mango’s arrival, for the first time, in the main shopping streets of Leeuwarden, in the north of the country, and Nijmegen, close to the border with Germany.

As well as expanding the brand in new cities, Mango will increase its presence in Rotterdam. In June, the company opened a 570m² store which stocks the Woman and Man lines in the Dutch city, specifically in the Zuidplein shopping centre, and will shortly refurbish its flagship store in Lijnbaan, the city’s main shopping area, which has a selling space of 900m² and stocks the Woman, Man and Kids lines.

The new Mango 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 colours predominate, combined with traditional, artisanal, sustainable and natural materials, such as ceramic, tuff, wood, marble, sparto grass and leather.

Mango in the Netherlands

Mango has been present in the Netherlands since 1997. Last year, the company launched the New Med concept with the opening of its store in Leiden, a city located approximately forty kilometres from Amsterdam. It also exceeded a total of thirty stores with openings in Tilburg and Utrecht.

Mango closed 2022 with 31 stores in the country, including company-owned stores, franchises and corners in department stores, as well as an online presence through 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