

# MANGO

Mango opens its first store in Georgia and continues its expansion in the United States



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- Today, the company is opening a store at Perimeter Mall, Georgia's second largest shopping center and North Atlanta's premier shopping destination and home to over 150 retailers.
- The new store, with a selling space of over 600 m<sup>2</sup>, stocks garments from its Mango Woman and Man lines.
- The store opening represents Mango's arrival in the state of Georgia and is part of the expansion the company is implementing in the United States, which aims to have 40 stores in the country by 2024, 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 its arrival in the state of Georgia. The company is moving forward with its expansion plan in the country by opening its first store in Atlanta today, located in the Perimeter Mall, Georgia's second largest shopping center and North Atlanta's premier shopping destination and home to over 150 retailers.

The new store, with selling space of over 600 m<sup>2</sup>, will stock products from the Woman and Man lines. It also features the Mediterranean-inspired store concept, New Med, which showcases the brand's spirit and freshness. Sustainability and architectural integration are key in this new design, which conceives the Mango store as a Mediterranean home with different rooms with a predominance of warm tones and neutral colors, combined with traditional, handcrafted, sustainable, and natural materials, such as ceramic, tuff, wood, marble, esparto grass and leather.

"After the excellent reception of Mango in New York and Miami, we are very excited to bring the brand experience physically for the first time in Georgia as part of our ambitious development plan for the coming months in the United States, one of our key markets in the coming years" says Mango's Director of Expansion and Franchises, Daniel López.

The new store is part of Mango's expansion plan in the United States. The company plans to open around 15 new stores in 2023, particularly in the west and south of the country. Apart from its arrival in Georgia, the company launched in Texas this week with its first store in the state, located at Houston's Memorial City Mall. In the coming months, Mango will also open stores in other shopping malls in Texas, including The Shops at La Cantera (San Antonio), North Star Mall (San Antonio), Galleria Dallas (Dallas), La Plaza Mall (McAllen), Stonebriar Centre (Frisco) and Baybrook Mall (Houston).

Mango's arrival in the state of California is also significant. The group plans to open new stores this year in the Glendale Galleria (Glendale) and Fashion Valley (San Diego) shopping malls, 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.

## USA expansion plan

Mango began its expansion plan in the United States last year with the aim of opening approximately 30 new stores in three years 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 terms of turnover through increasing its number of physical stores, as well as driving its online sales on mango.com and in marketplaces.

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The starting point for the expansion plan was the opening of the Mango 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> featuring 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 extended its presence in New York City (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 on Lincoln Road (Miami), one of the country's busiest shopping streets, in Aventura Mall, the main shopping mall in Miami, 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 store openings in 2022 increased the company's selling space in the United States by 2,500 m<sup>2</sup>.

In 2023 the company will open around 15 new stores, particularly in the American west and south, launching for the first time in the states of Georgia, Texas and California.

## Mango in the United States

Mango has been present in the United States since 2006. The company strengthened its commitment to the 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 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 center 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)*