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Mango Kids celebrates its 10th anniversary with record sales figures, more stores and a greater international presence



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- Mango Kids closed 2022 with a growth of 18% compared to the previous year, with a turnover in excess of 200 million, including Mango Teen.
- The line aimed at a children's and adolescent's target market closed the first half of 2023 with over 650 stores and a presence in more than 70 markets.
- By channels, in 2022 sales in physical stores accounted for 53% of total turnover, while the online channel has continued its upward trend since 2020.
- Launched in 2013, Mango Kids has consolidated its position in the market of a differentiated value proposal that is based on fashion with a unique style, designed 100% in Barcelona, and offering quality at an affordable price.

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Mango, one of Europe's leading fashion groups, is celebrating this September the 10th anniversary of Mango Kids with record sales figures and looking to the future with an ambitious expansion plan. The line, aimed at a children's and adolescent's target market, closed the 2022 financial year with strong growth, increasing turnover by 18% to exceed 200 million euros, including Mango Teen.

Mango Kids was founded in 2013 to create fashion for boys and girls with a unique design that prioritises comfort, functionality and trend for every occasion: with options for school, holidays, play time and more formal events. The company covers all moments until adulthood: Mango Kids covers from birth to size 14 and, with Mango Teen, up to adulthood.

"We launched Mango Kids a decade ago to accompany the little ones in the house from birth, with quality garments at an affordable price and with a unique design, in order to respond to their desire to discover the world around them", explains Berta Moral, Director of Mango Kids. "The launch of the line marked a turning point for the company that has allowed us to inspire and offer our passion for fashion to a children's and adolescent's target market, establishing a global offer that responds to all segments, including woman, man, children and adolescents".

A booming international expansion

Initially, Mango Kids was sold in Mango stores in various countries, such as Spain, Turkey and France, with spaces of between 70 and 100 m² featuring a range of products for boys and girls. The line also began to have its own stores from the second half of 2013.

Maintaining the Group's commitment to physical stores as a privileged point of contact with its customers, the line closed June 2023 with over 650 stores in more than 70 markets, including Mango Teen. In 2022, sales in physical stores accounted for 53% of total Mango Kids turnover, reaching a figure in excess of 108 million euros, while the online channel recorded sales of over 97 million euros. At the close of the first half of 2023, Mango Kids was present in 70 markets through its online channel.

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Unique design and DNA in Barcelona

Throughout its history, Mango Kids has put design at the centre of its creations. The inspiration for the initial collections arose from French *chic* style for the garments for girls and American casual style for boys. A different design that has evolved over the years, adapting to the new trends.

The line has its own design team located at the company headquarters, which is responsible for the different product lines, as well its own structure for coordination, distribution and purchasing. Currently, the team is made up of over seventy people, having quadrupled the initial figure when it was created in 2013.

Initially, Mango Kids offered basic garments combined with the trends of the moment, as well as a selection of best-sellers from the Woman collection adapted to girls, called Mini Me, in addition to accessories, footwear and underwear. A design which maintains its essence today while also offering limited-edition collections made up of ceremonial garments, swimwear or product capsules for special occasions such as Halloween, in order to respond to different moments and occasions. Comfort, functionality and trend connect naturally throughout the line in garments that are 100% designed in Barcelona.

For its part, Mango Teen aims to inspire adolescents to create their own style, while leaving room for personal expression among the target market of this age. Sampling the trends to create a unique personality, the line celebrates youth with an optimistic narrative in which positive experiences and friendships are key.

Kids Lab, the new stores that adapt to the customer

Another differential aspect of Mango Kids is its new Kids Lab store concept, which is part of the Mediterranean style known as New Med already present in some of the brand's flagship stores. Launched in June 2022, Kids Lab has been conceived to generate a low environmental impact, creating more open spaces that increase product displays and present them in a way better suited to the needs of customers.

The stores that feature this concept includes the Paseo de Gracia store (Barcelona), which has the highest turnover of the Kid's line, and was refurbished in March this year. This location has become the first Mango store in the world to feature a play area for children that includes table football and learning panels.

Back to School collection

The company has launched its Back to School collection, an offer of versatile garments that follow the key trends of the Autumn/Winter season and offer boys and girls various options to return to school in comfort and style, in sizes from 0 to 14.

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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.

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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