

# MANGO

Mango reopens its Rambla Catalunya  
store with its New Med concept



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- The company is reopening its store at number 90 Rambla Catalunya (Barcelona), which has a surface area of almost 1,300 m<sup>2</sup>, after it was refurbished to incorporate the New Med image present in the company's principle stores around the world.
- The store, located in the former Cine Alexandra building, has modified its fitting room area to include adjustable lighting, while new technologies and services have been added to improve the customer shopping experience, as well as a garment recycling point and a specific click and collect zone for the collection and return of orders.
- The refurbishment is part of the plan to refurbish the Mango store network, which aims to extend this retail concept beyond its flagship stores.
- The Mango New Med concept aims to reflect the spirit and freshness of the brand and is strongly influenced by Mediterranean culture and lifestyle. Sustainability and architectural integration are key elements of this new design.

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Mango, one of Europe's leading fashion groups, continues to move forward in its plan to refurbish its stores in Spain. The company is reopening its store at number 90 Rambla Catalunya, in Barcelona, following its refurbishment to incorporate the Mediterranean-inspired New Med concept, already present in some of the group's flagship stores around the world.

The store, which opened in 2015 and is located in the former Cine Alexandra building, has a selling space of 1,300 m<sup>2</sup> and stocks the Woman and Man lines. For the reopening, Mango will give away a weekly planner to customers who spend more than 70€ and on Saturday 30 September there will be a coffee truck to offer customers a free coffee.

The Mango New Med concept aims to reflect the spirit and freshness of the brand and is strongly influenced by Mediterranean culture and lifestyle. 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.

With the store refurbishment, Mango has created a new fitting room area, increasing its size to make them more functional, while equipping them with adjustable lights. New technologies and services have also been added to improve the customer shopping experience, such as a specific click and collect zone for the collection and return of orders; Recycling Boxes, where customers can deposit used clothing and footwear to give their garments a second life; and RFID technology for better stock control.

The refurbishment is part of the plan to refurbish Mango stores, which aims to extend the New Med retail concept beyond its flagship stores. Throughout 2023, the company will refurbish fifteen stores in Spain. Key refurbishments include its flagship store at 70 Fuencarral street in Madrid, which reopened in September, and the store located on Avenida Maissonave, in Alicante, which reopened in March. Both stores have a selling space of approximately 1,000 m<sup>2</sup> and stock products from the Woman, Man and Kids lines.

This year, the company has also refurbished its Mango Kids store in Paseo de Gracia (Barcelona), the biggest Kids store in the world in terms of turnover, with its new store image, Kids Lab. The 330 m<sup>2</sup> stand-alone store is the first Mango store to have a dedicated children's play area.

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Mango opened its first store in Barcelona in 1984 at number 65 Paseo de Gracia. The company now has 28 stores in the city of Barcelona with a combined selling space in excess of 16,000 m<sup>2</sup> that stock all the brand's lines: Woman, Man, Kids, Teen and Home.

In Spain, Mango closed 2022 with 375 stores, while in global terms, in 2022 the company accelerated the development of its network of company stores, closing the year with 2,566 stores in over 115 markets in all five continents.

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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)*