

MANGO

Mango Man presents its new collaboration:

MANGO DESIGNED BY BOGLIOLI

- Mango Man is joining forces with the iconic Italian firm Boglioli, in order to reformulate its concept of tailoring by placing the focus on quality and design.
- The first edition of the collaboration includes eight tailored blazers produced with materials that achieve excellent adaptability to the silhouette, making them the ideal option for every type of occasion.

BARCELONA,

25 OCTOBER 2023

Mango, one of Europe's leading fashion groups, presents its collaboration with the emblematic Italian firm Boglioli. Founded in the early 20th century, the Milanese tailor's Boglioli has made its heritage its core value. When combined with the modern character of our Barcelona roots, the result is this unique tailoring collaboration, in which quality and design is visible in every stitch.

Both firms have worked together on a carefully crafted collection that takes tailoring to its most versatile expression through comfortable and lightweight proposals. The spirit of the iconic Boglioli blazer has been reinterpreted to create eight pieces whose names refer to Italian cities: Cremona, Lodi, Milano, Mantova, Brescia, Como, Monza and Lecco.

Each one of the eight blazers that make up the collection has the capacity to reinvent itself according to the outfit and the time of day. The proposals, featuring different intensities of brown, green and grey tones, also include prints such as pinstripe and tweed.

The priority has been to work with Italian fabrics and European workshops. As for the materials, flannel and wool-knit form part of the majority of the proposals in the collection.

The collaboration has been publicised in a campaign that highlights the values shared between Milan and Barcelona: the passion for art, architecture and design.

The eight blazers that make up Mango designed by Boglioli will be available from 25 October on the website and in selected stores in Spain, Italy, France, Portugal, the United Kingdom and the United States.

Mango designed by Boglioli: launch dinner in Milan

The iconic Torre Velasca was the setting for a dinner which paid tribute to this collaboration, inspired by two cities and their shared values. The evening featured the gastronomic proposals of Viviana Varese and Fran Agudo, representatives of the gastronomy of Milan and Barcelona, respectively.

The event was attended by some of the most-famous faces of the Mango community: Tamu McPherson, Veronika Heilbrunner, Sophia Roe and Marc Forné. Celebrities including Erika Boldrin and Giotto Calendol were also present at the event, whose theme was design, architecture, gastronomy and fashion.

About Mango Man

Mango Man accompanies the contemporary man in his continual day-to-day challenges, with options ranging from casual streetwear trends to the smart requirements of formal occasions.

The Mango menswear brand has a clear vocation to innovate in the fashion industry, distancing itself from classic and rigid stereotypes. Since 2014, it has focused on incorporating technical characteristics in its everyday garments.

The Mango menswear line has more than 530 stores in 90 countries, as well as an online presence in over 75 markets.

About Boglioli

Boglioli is an Italian tailoring house that dates back to 1973 and which enjoys a brand awareness based on casual and contemporary elegance. Avant-garde production, excellent quality and sophisticated image: Boglioli interprets the rare ability to combine tradition and innovation and is characterised by the quality of its fabrics and for its creative use of colour.

The spirit of this house lies in refined and distinctive, yet somewhat unconventional Italian tailoring, whose classic garments are reinterpreted in a creative way.

Today, Boglioli enjoys a broad presence in Italy and the world through a select network of 500 high-end multi-brand stores, and two single-brand boutiques in Milan and New York.