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Mango celebrates three decades in Portugal with the refurbishment of its oldest store in the country, in Cascais



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- The store, which opened on 2 November 1993 in CascaisShopping, the first shopping centre in Portugal, stocks the Woman line exclusively and has a selling space of approximately 460 m² and a workforce of 15 employees.
- After its refurbishment and reopening in October, the store now features the New Med retail concept, which aims to reflect the spirit and freshness of the brand.
- Since it first opened, the store in Cascais has served approximately 2 million customers from around the world and has sold more than 2.6 million items, including clothing garments, footwear and accessories.
- Portugal was first foreign market for Mango, which commenced its international expansion just over 30 years ago. It now has 51 stores in this country, representing a selling space of more than 21,100 m².

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Mango, one of Europe's leading fashion groups, is celebrating three decades in Portugal. Thirty years ago, the company opened a store in Cascais, approximately 30 km from Lisbon, which is now its oldest store in the country. Specifically, it opened in what was the first shopping centre in Portugal, CascaisShopping.

The store, with a selling space of approximately 460 m² and a workforce of 15 employees, stocks the Woman line exclusively. Since it first opened on 2 November 1993, it has served approximately 2 million customers from around the world and has sold more than 2.6 million items, including clothing garments, footwear and accessories.

Since its refurbishment in October, the store features the New Med retail concept, which aims to reflect 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.

In addition, the store has energy-efficient lighting and air conditioning, larger fitting rooms and with an area for charging devices, a Recycling Box for used clothing and footwear and a click & collect zone for the collection and return of online orders, among other services.

Three decades in Portugal

Portugal was the first international market Mango entered. In 1992, less than a decade after it was founded, the company opened two stores, in Coímbra and, later, in Cascais, which is currently its oldest store in the country.

In 1996, the company commenced an ambitious expansion plan, opening more than 30 stores within 10 years of operations in the country. These stores included the arrival in Lisbon for the first time with stores in the centre of the capital, on Avenida Guerra Junqueiro, and in the upper part, in the emblematic Amoreiras shopping centre, which offers a 360° view of Lisbon.

In 2014 Mango started its commitment to megastores by opening in Setúbal, close to Lisbon, its first store of this type in Portugal. The store, with a selling space of over 1,000 m², was also the first in the country to stock the Mango Kids children's wear line. Subsequently, the company opened another two megastores in Lisbon, as well as in the Algarve, in the Forum shopping centre, and in Porto.

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Coinciding with its 25th anniversary in Portugal, Mango opened two flagship stores which stocked its Woman, Man and Kids lines. In early 2017, the company opened its largest store in the country to date: a flagship store with over 1,700 m² distributed over four floors in Lisbon, in the Armazéns do Chiado shopping centre. At the end of this year, Mango opened another store in the centre of the capital, in Plaza dos Restauradores, at the end of Avenida da Liberdade, at the heart of Lisbon's luxury district. The store, with 1,000 m² distributed over three floors with a large, ten-metre high staircase weighing 34 tonnes, is located in the historic Eden building, a former theatre from the 1930s reconverted into a cinema with an Art Deco design. This new store represented a total investment of 2.6 million euros.

In 2020, the company launched its omni-channel loyalty programme, *Mango likes you*, in Portugal, after its initial launch the previous year. The initiative aims to create closer ties with customers through *Likes* (points) accumulated during purchases or by handing over used garments for recycling, in order to enjoy discounts on future purchases, access experiences and services, such as cinema tickets, subscriptions to Spotify, DAZN and Daily Yoga, or collaborate with the social projects Mango is involved in.

Currently, Mango has 51 stores in Portugal with a total selling space of more than 21,100 m² stocking the Woman, Man and Kids lines. The company is present in virtually all the district capitals in the country, after opening various multi-stores in recent years. The physical channel accounts for 80% of Mango turnover in Portugal.

Mango's future plans in Portugal involve extending the range of lines in stores that currently stock Woman products exclusively. The company also plans to increase the selling space in the country, and to refurbish its stores network.

Over 30 years of international vocation

Since it was founded in Barcelona in 1984, Mango has had a clearly international vocation. For this reason, in 1992, less than a decade after it was founded, the company already had a hundred stores in Spain and began its international expansion by opening two stores in Portugal. France, currently one of the group's biggest markets, was Mango's second international destination.

In 1995, the company commenced its expansion in Asia with stores in Singapore and Taiwan, markets which would later be followed by others, such as the Philippines, Thailand, China and India. Two years later, Mango opened its first store in Turkey, in Istanbul, and for the first time, foreign turnover exceeded domestic turnover in Spain. In 2002, ten years after its first international expansion, the company arrived in Australia, giving it a presence in all five continents.

Mango closed 2022, the year of its 30th anniversary of international expansion, with 2,566 stores after making 119 net openings. The company added Cameroon and Morocco to its international footprint, ending the year with a presence in 115 markets in all five continents.

In 2023, the company has continued to develop in mature markets such as France, Italy, the United Kingdom, Germany and Spain. Key store openings include Westfield Stratford City, in London, the Caleido shopping centre in Madrid, the Tenerife Sur airport in Spain, and the fifteen store openings to take the total number of stores in Italy to over 90.

Mango has also expanded in the United States, Canada and India. For the first time, the company entered the states of Texas, Georgia and California as part of its expansion plan in the United States to open 30 new stores over the next three years, bringing the total number of stores to 40 by 2024. It has also opened flagship stores in Ludhiāna and Bangalore, in India.

Mango has also increased its online presence. A pioneer since it was founded, in 1996 the company launched its website to give the brand global recognition. In 2000 it launched its e-commerce in the fifteen countries that

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made up the European Union that year, to become one of the first online fashion retailers in Europe. In 2023, Mango has launched its online channel for the Woman, Man, Teen and Kids lines in 22 new countries, mainly in the African continent, bringing the total number of markets with an online presence to more than 110.

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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