

# MANGO

Mango continues its expansion in the United States with its arrival in Washington D.C. and in Pennsylvania in 2024



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- After disembarking in New York, Florida, Texas, Georgia and California, the company will open for the first time in Washington D.C and in Pennsylvania in 2024.
- Specifically, Mango will open in Washington's 950 F Street and the shopping centres Tysons Corner, Westfield Montgomery and Pentagon City, as well as in Pennsylvania's biggest mall King of Prussia.
- These stores represent Mango's arrival for the first time in the district of Columbia and the state of Pennsylvania and are part of the company's expansion plan in the United States, which aims to have 40 stores 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 Washington D.C and Pennsylvania in 2024. After disembarking in New York, Florida, Texas, Georgia and California, the company is moving forward with its expansion plan in the country by opening for the first time in the district of Columbia and the state of Pennsylvania.

Mango will inaugurate four stores in Washington D.C. during 2024. The company will open a point of sale of close to 400 m<sup>2</sup> and stock of Woman and Man lines in 950 F Street, in the heart of Downtown shopping district. It will also open in the shopping centers Tysons Corner Center, the largest mall in the area, Westfield Montgomery and Pentagon City. All three stores will be around 400 m<sup>2</sup> and stock the Woman line exclusively.

In Pennsylvania, Mango will inaugurate a store in King of Prussia shopping center, the state's biggest mall. The point of sale will have a selling space of 350 m<sup>2</sup> and will stock the Woman line exclusively.

All the openings will feature 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 and the recent arrival in Texas, Georgia and California, we are very excited to bring the brand experience physically for the first time in Washington D.C. and in Pennsylvania 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 stores are part of the expansion plan in the United States that Mango began 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.

## USA expansion plan

Mango began its expansion plan in the United States last year. The starting point 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.

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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>.

This 2023 the company has expanded particularly in the American west and south arriving for the first time in the states of Texas, Georgia and California. In August the company opened in Houston's Memorial City Mall, considered a city-within-a-city in West Houston, with a store of over 350m<sup>2</sup> and stock of the Woman line. It also launched in Georgia with an over 600 m<sup>2</sup> store and stock from the Woman and Man lines at Perimeter Mall, Georgia's second largest shopping center and North Atlanta's premier shopping destination and home to over 150 retailers.

In September, Mango expanded to California with the inauguration of a 400 m<sup>2</sup> point of sale at Los Cerritos Center, located between Los Angeles and Orange County, and a 460 m<sup>2</sup> store in Glendale Galleria Mall, a three-story shopping centre in Los Angeles County. Both stores stock the Woman line exclusively.

## 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](https://www.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](https://www.mangofashiongroup.com)*