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Mango drives Mango Home forward on its 40th anniversary



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- Founded in 2021, in its first two years Mango Home has managed to double in size, and is forecast to close the 2023 financial year with a turnover in excess of 8.7 million euros.
- Throughout its two-year existence, Mango Home has strengthened its differentiated value proposition, with a new product offer, which has increased from 250 designs per season in 2021 to close to 675 designs at the close of 2023.
- In 2024, Mango Home will continue with its product diversification with up to 760 designs per season, open its first stand-alone stores in Barcelona and Madrid and appoint Eva Cárdenas as an external consultant to drive its growth.
- Cárdenas has more than 30 years' experience working in various multinationals in the consumer and luxury goods sector. In 1999, she joined Grupo Inditex, where she founded the Zara Home project, of which she was the International CEO for 16 years.

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Mango, one of Europe's leading fashion groups, will drive Mango Home forward in 2024 as part of its 40th anniversary. The company, which founded Mango Home in 2021, has managed to double its size in its first two years of existence, and expects its homeware line to close the 2023 financial year with a turnover in excess of 8.7 million euros.

Throughout its two-year existence, Mango Home has strengthened its differentiated value proposition and extended and diversified its product offer. Mango Home, which launched in 2021 with a textile collection, has incorporated new product categories this year, both in decoration and homeware, to complete its product offer for all rooms of the home (living room, dining room, bedroom and bathroom), increasing from 250 designs per season in 2021 to almost 675 designs per season at the close of 2023.

In 2024, Mango Home will continue its product diversification, by creating up to 760 designs per season, and will consolidate and enlarge its network of stores, for the first time opening a stand-alone store in Barcelona and another one in Madrid, while extending its online presence to new markets such as Turkey.

The company has also signed an agreement with Eva Cárdenas, who next year will join the management of Mango Home as an external consultant, in order to drive its growth.

With a Law Degree, an MBA from the IE Business School and a Course for Directors at Esade, Eva Cárdenas is an acclaimed Spanish executive with over 30 years' experience in various multinationals from the retail, consumer and luxury goods sectors, including Mars, Diageo, L'Oréal Paris and Kraft. In 1999, she joined Grupo Inditex to launch its Cosmetics division, which she led for 3 years. She later founded the Zara Home project, of which she was the International CEO for 16 years, managing to open more than 600 stores in as many as 75 countries worldwide.

According to Toni Ruiz, Mango's Chief Executive Officer: "The appointment of Eva Cárdenas as an external consultant of Mango Home is a privilege for our company. I am convinced that all her experience and know-how will help us drive the growth of Mango Home and strengthen our differentiated value proposition".

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In the words of Eva Cárdenas: “I am taking on this new role as external consultant of Mango Home with lots of excitement and enthusiasm, and with an exciting challenge ahead: to help one of the newest divisions of the company grow. I am sure that, with commitment and hard work, we will manage to strengthen our positioning in the homeware market, get closer to our target market and consolidate Mango as one of Europe’s leading fashion brands”.

About Mango Home

Founded in 2021, Mango Home expects to close this financial year with a turnover in excess of 8.7 million euros. Made up of a team of approximately 20 employees, its product offer is currently available in 5 multi-line physical stores in cities such as Madrid, Barcelona and Zaragoza, as well as in 32 online markets, principally in Europe and the United States.

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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