

MANGO

Mango strengthens its commitment to innovation by entering
Roblox



MANGO

- This month, the company opens its first store on the platform, where users will be able to purchase Mango Teen digital garments and products for their avatars.
- The initiative strengthens Mango's commitment to innovation and the construction of an ecosystem able to offer differentiated experiences, products and services for its customers in the physical, digital and virtual worlds.

BARCELONA,

25 JANUARY 2024

Mango, one of Europe's leading fashion groups, is affirming its commitment to digital innovation by entering *Roblox*, the global immersive platform for communication and connection with over 70 million daily active users. Specifically, the company opens its first immersive store on the platform, located in the virtual Outfit Shopping Mall, where users will be able to purchase Mango Teen digital garments and products for their avatars.

Consequently, the company, alongside the digital partner BrandNewVerse, has become a key collaborator of the Outfit Shopping Mall, the realistic shopping centre set on a Mediterranean island that will open this month on Roblox. The aim is to strengthen its commitment to innovation and the construction of an ecosystem providing differentiated experiences, products and services for its customers in the physical, digital and virtual worlds.

As well as displaying and selling Mango Teen products virtually, the new Mango store will offer users of the platform a space for interaction. The store also features a Mediterranean aesthetic, in line with the New Med design concept Mango promotes in its physical stores.

Roblox users will have the opportunity to purchase Mango collections that can be found in the company's physical stores virtually, via the Roblox Marketplace and also try on garments and products in an immersive way in the brand's store in the Outfit Shopping Mall. The group will also launch exclusive designs for the metaverse during special events on the platform.

For Mango's Director of Technology, Data, Privacy and Security, Jordi Àlex Moreno: "As a global company, we want to respond to the needs of our customers in any moment, location or format. The arrival of Mango at Roblox represents a milestone because it will allow us to bring to this platform our passion for fashion, while strengthening our ecosystem of channels, by offering our customers differentiated products, services and experiences".

The Outfit Shopping Mall is a virtual meeting point for Roblox users, where they can explore the stores of physical brands or stores promoted by native creators of the platform, try on and purchase digital garments and products, and enjoy '*selfie-spot*' moments, in order to capture memories of the shopping experience and share them with other users. Mango's Roblox experience also reflects the latest trends in digital self-expression. Digital consumers are increasingly demanding fashion brands to find items in the digital world that are also available in the physical world, while at the same time making exclusive items available only in the digital world.

Strengthening its innovation model

As a leading fashion brand, Mango aims to create an ecosystem that connects and synchronises the experiences, products and services it offers in the physical and online worlds. In the last few years, the company has transformed its physical stores into connected stores and has entered platforms such as the metaverse.

MANGO

For more information, please contact:

Miki Herráiz

+34 610 449 839

miguel.angel@mango.com

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