

MANGO

Mango continues its expansion in the United States with its arrival in San Diego



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- After disembarking in New York, Florida, Texas, Georgia and Los Angeles, the company arrives in San Diego for the first time with a store in Fashion Valley, the city's premier luxury shopping destination.
- The point of sale, with a selling space of 400 m², stocks the Woman line exclusively and features the Mediterranean-inspired store concept, New Med, which showcases the brand's spirit and freshness.
- This opening is part of Mango's ambitious expansion plan in the United States, which aims to have 40 own stores by 2024 and for the country to become one of the group's top five markets in terms of turnover.

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Mango, one of Europe's leading fashion brands, is strengthening its presence in the United States and moving forward with its expansion plan in the country with its arrival for the first time in San Diego. After disembarking in New York, Florida, Texas, Georgia and Los Angeles, the company launches in South California with a store in Fashion Valley, San Diego's premier luxury shopping destination.

The point of sale, with a selling space of 400 m², stocks the Woman line exclusively and features 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 last year in Texas, Georgia and Los Angeles, we are very excited to bring the brand experience physically for the first time in San Diego as part of our ambitious development plan for the United States, one of our key markets in the coming years" says Mango's Director of Expansion and Franchises, Daniel López.

The new store is part of the expansion plan in the United States that Mango began in 2022 with the aim of opening approximately 30 new stores in three years to reach a total of 40 own 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 in 2022. 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. The store, with a selling space of 2,100 m² 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, the company focused on increasing its presence in the state of Florida, with the opening of two stores in Miami and one in Orlando.

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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 m².

Last year the company 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 350m² and stock of the Woman line. It also launched in Georgia with an over 600 m² 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 m² point of sale at Los Cerritos Center, located between Los Angeles and Orange County, and a 460 m² store in Glendale Galleria Mall, a three-story shopping centre in Los Angeles County. Both stores stock the Woman line exclusively.

This 2024 the company is expanding its presence in California arriving for the first time in San Diego. In addition, Mango will also disembark in Washington D.C, with four stores, and in Pennsylvania. The company will open a point of sale of close to 400 m² 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 m² 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 m² and will 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 2023 with 41 stores in the United States, including company-owned stores, franchises and corners in department stores. The company also has an online presence via its own online channel and other marketplaces.

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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