

MANGO

Mango takes its New Med concept to Switzerland for the first time with the refurbishment of its store in Zurich



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- The company reopens its store in Bahnhofstrasse, the most important street in the centre of Zurich, under the Mediterranean-inspired New Med concept, which aims to reflect the spirit and freshness of the brand.
- This is the first store in the country to feature the New Med concept, which is present in Mango's main stores around the world.
- The point of sale, which has a selling space of 640m², stocks products from the Woman line exclusively.
- Mango closed 2023 with 93 points of sale in Switzerland, as well as an online presence via its own online channel and other marketplaces.

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Mango, one of Europe's leading fashion companies, continues with its brand consolidation plan and strengthens its presence in Switzerland by reopening its Zurich store located at numbers 82-86 Bahnhofstrasse, the most important street in the city centre and one of the most expensive and exclusive shopping streets in the world.

The renovation of this point of sale, which has a selling space of 640 square metres and stocks products from the Woman line exclusively, marks the arrival in the country of the New Med concept, aimed to reflect the spirit and freshness of the brand and strongly influenced by Mediterranean culture and lifestyle. Sustainability and architectural integration are key to this new design, which is why new stores feature elements such as eco-efficient lighting and heating and ventilation, and a design which incorporates sustainable materials such as natural paint.

Daniel López, Mango's Expansion and Franchises Director, points out that "with the refurbishment of our store in Zurich we want to offer our customers a welcoming environment to enjoy unique and personalised experiences. The New Med concept conceives the Mango store as a Mediterranean home, with different areas (rooms) in which warm tones and neutral colour bases predominate and are combined with traditional, artisanal, sustainable and natural materials, such as ceramic, tufa, wood, marble, esparto grass and leather".

With the store refurbishment, Mango has created a new fitting room area, increasing its size to make them more functional, while equipping them with adjustable lights. New technologies and services have also been added to improve the customer shopping experience, as well as RFID technology for better stock control.

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Mango, one of Europe's leading fashion groups, is a global company with design and creativity at the heart of its model and a strategy based on constant innovation, the pursuit of sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2023 with a turnover of 3.1 billion euros, with 33% of its business coming from the online channel, and a presence in more than 115 markets. More information at mangofashiongroup.com