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Mango expands its aspirational and signature style with a new capsule collection designed in collaboration with Victoria Beckham



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- The Victoria Beckham x Mango collection is now available in stores in 26 countries and online in more than 90 countries, reinforcing the company's commitment to making fashion and design accessible to everyone
- This partnership, coinciding with Mango's 40th anniversary, firmly embodies the Elevate pillar of Mango's 2024-26 Strategic Plan, which aims to strengthen the brand's differentiated value proposition with a focus on quality and in-house design
- The collaboration will enhance the brand's global positioning, with a particular focus on the United States and the United Kingdom, two strategic markets for Mango where Beckham has a strong following.

BARCELONA,

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Mango, one of Europe's leading fashion groups, today launches Victoria Beckham x Mango, a new Spring-Summer capsule collection created in collaboration with the British designer. Comprising 39 garments and 15 accessories, the collection is available in stores across 26 countries and online in more than 90 regions. In the United States, pieces from the collection will be available in eight stores: two in New York (711 Fifth Avenue and 561 Broadway), two in Miami (1036 Lincoln Road and Aventura Mall), San Diego (Fashion Valley), Dallas (Galleria Dallas), Los Angeles (Beverly Center) and Philadelphia (King of Prus).

The partnership, which coincides with Mango's 40th anniversary, firmly embodies the Elevate pillar of Mango's 2024-26 Strategic Plan, which aims to strengthen the brand's differentiated value proposition across all its lines through aspiration, quality and its own style, designed in Barcelona, together with excellent customer service. This plan was presented last March and aims to achieve a turnover of more than 4,000 million euros by 2026.

The collaboration will also strengthen the brand's international positioning, with a particular focus on strategic markets such as the United Kingdom and the United States, countries where Victoria Beckham is a household name. Specifically, Mango plans to open around 30 points of sale in the United States by 2024. In addition, the United States, which is already one of Mango's five priority countries, is expected to become one of its three most strategic countries by 2026. To this end, the company is planning an ambitious expansion plan that includes the opening of 500 new stores.

Luis Casacuberta, Director of Product and Sustainability, observed: "We are very proud to have had the opportunity to work with Victoria Beckham, a global benchmark in the fashion world, to launch a unique collection that exudes style, quality and femininity, values that we at Mango share with the designer. A milestone that coincides with our 40th anniversary and reinforces the purpose that has marked the company's evolution: to democratise the latest fashion trends and make them accessible to society".

The collection is the result of the collaborative work of both design teams: the Mango team, led by Justí Ruano, creative director of Mango Woman, and the Victoria Beckham team. From the initial mood boards and ideas to the final execution of the pieces, both teams worked together to produce and ensure the meticulous result they had in mind.

A design process 100% born in Barcelona

Since its creation, Mango has always had a very distinctive identity, with its own design and style philosophy, whose main characteristic lies in its superior quality positioning in relation to its competitors. In the 1990s, the company began to design its own clothes. Subsequently, Mango's global expansion led to the development of its design facilities and, in 2006, the Hangar Design Centre was inaugurated, where all the company's creative activities are

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now concentrated. Today, a team of more than 500 people work in all areas related to creativity, always with high-quality products made with noble and natural materials.

100% of the brand's garments are designed in Barcelona, in the Hangar Design Centre, which operates in much the same way as a fashion atelier. The company's creative process combines craftsmanship and innovation, incorporating technology to better understand consumer needs and interpret their tastes through data. This allows it to translate the main trends and project a true interpretation of contemporary fashion.

Each year, Mango creates two major global and complementary collections that reflect the times as well as regularly renewing its offer with new product capsules to offer customers the latest fashion trends. At its headquarters in Barcelona, the company designs more than 18,000 garments and accessories each year, which are distributed all over the world. Each meticulously crafted garment takes an average of 7 to 8 months to create, from the start of the design process to the point of sale.

In the same spirit of advancing its digitalisation process, Mango is also looking to incorporate new technological tools that will help designers expand their skills and shine. It recently launched Lisa, an in-house AI platform that generates content and conversational AI to improve everything from collection development to customer service. A year ago, the company also developed Inspire, an imagery tool designed to help the design team expand their skills and get inspired by looking at different concepts to co-create prints, fabrics and garments. As a result, Mango has already launched more than 20 garments co-created with generative AI.

Victoria Beckham x Mango

Inspired by the 1969 film *La Piscine*, starring Jane Birkin, the Victoria Beckham x Mango capsule collection reflects 70s style at its most sophisticated, offering a versatile wardrobe for day and night. The collection focuses on impeccably cut tailoring, feminine linen dresses, knitwear and accessories. The collaboration captures the essence of Beckham's eponymous label, which is seen as the perfect blend of classic British luxury with a subtle contemporary twist, as well as the shared values of both fashion houses, such as quality and femininity.

Mango has previously collaborated with other brands, artists and talents such as SIMONMILLER, Camille Charrière and Pernille Teisbaek, all part of the company's commitment to continue making design accessible to everyone. In addition to the collections produced in collaboration with designers outside the brand, Mango also offers Capsule, its collection for women's events, characterised by the quality of its materials and finishes and the exclusivity of its garments. Launched last year, the new edition of this collection was presented last March.

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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 is present in more than 115 markets and generated sales of more than 3,100 million euros in 2023, with 33% of its business coming from its online channels. For more information, please visit mangofashiongroup.com.