

MANGO

Mango takes its Man and Kids offer and the New Med concept to Nice for the first time with a larger store in Cap3000



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- Following a relocation process, Mango is opening a flagship store of nearly 1,000 m² in Cap3000 in Nice, the 'World's Best Shopping Centre' according to MIPIM Awards 2022, an internationally-renowned real estate event.
- The new store has a larger sales area and is the first in Nice to offer the Man and Kids lines.
- The store is also the first in the city to incorporate the Mediterranean-inspired New Med concept, which embodies the spirit and freshness of the brand.
- This relocation is part of Mango's 4E 2024-2026 Strategic Plan, which aims to reinforce its differentiated value proposition with a strong expansion drive and by improving sales in its existing store and on its online channel.
- Mango, present in France since 1998, closed 2023 with 238 stores in the country, as well as a digital presence through its own online channel and other marketplaces.

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Mango, one of Europe's leading fashion groups, continues its expansion and brand consolidation plan in France. Following a relocation process, the company is opening a new retail space in Nice, in Cap3000, the 'World's Best Shopping Centre' according to MIPIM Awards 2022, an internationally-renowned real estate event.

The new store extends to nearly 1,000 m² and stocks Woman, Man and Kids products, making it the first store in Nice to offer both men's and kids' lines. The store is also the first in the city to incorporate the New Med concept, which aims to reflect the spirit and freshness of the brand.

Sustainability and architectural integration are key to this new design, which conceives the Mango stores as a Mediterranean home with different spaces in which warm tones and neutral colours predominate, combined with traditional, handcrafted, sustainable and natural materials such as ceramics, tuff, wood, marble, esparto grass and leather.

"The relocation of our store to the Cap3000 shopping centre in Nice is part of our 2024-2026 strategic plan, which foresees more than 500 new store openings in the next three years around the world to further strengthen our omni-channel distribution ecosystem," says Daniel Lopez, Mango's Chief Expansion and Wholesale Officer. "France is one of the most important markets in the world of global fashion and is therefore a key market for Mango.

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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