

MANGO

Mango Further Expands U.S. Retail Presence with Washington, DC Store Offering Women's and Men's Lines



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- After opening in Westfield Montgomery, Tysons Corner Center and Pentagon City, Mango further expands its presence in the Capitol Region with a store at 950 F Street, in the heart of downtown Washington, DC.
- The store offers products from the Women's and Men's lines and is the first in the area to stock the brand's menswear.
- This opening is part of Mango's ambitious expansion plan in the U.S., which aims to achieve 40 owned stores in the country by the end of the year and for the country to become one of the group's top three markets in terms of revenue in 2026.

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Mango, one of Europe's leading fashion brands, is strengthening its presence in the U.S. by continuing to execute on its expansion plan in the country. After opening stores in New York, Florida, Texas, Georgia, California, Pennsylvania and Massachusetts, the company has opened a new store at 950 F Street, in the heart of downtown Washington, DC. The store is the fourth Mango has in the Capitol Region, after launching in Westfield Montgomery, Tysons Corners Center and Pentagon City earlier this year.

The 950 F Street store offers products from the Women's and Men's lines and is the first in the area to stock the brand's menswear collection. It also features the Mediterranean-inspired store concept New Med, which showcases the brand's spirit and freshness. Sustainability and architectural integration are key to the design, which conceives the Mango store as a Mediterranean home showcasing warm tones and neutral colors, combined with traditional, handcrafted and natural materials.

This store is the fourth Mango has in the Capitol Region and surroundings. Earlier this year, the company launched in Westfield Montgomery, Tysons Corner Center and in Pentagon City.

This opening is part of Mango's ambitious U.S. expansion plan, which it began in 2022 with the opening of its flagship store on Fifth Avenue in New York City. The company's goal is to reach 40 company owned stores by the end of this year and for the country to become one of the group's top three markets in terms of revenue in 2026 through both brick and mortar and e-commerce sales.

US expansion plan

Mango has been present in the United States since 2006. During the first phase its expansion plan, the company strengthened its presence in the New York metro area, both in Manhattan and surrounding hubs. After the store opening on Fifth Avenue, Mango focused on increasing its presence in the state of Florida, with the opening of two stores in Miami and one in Orlando.

In 2023, Mango expanded on the West Coast and in the South, opening stores in California, Texas and Georgia. In 2024, Mango further expanded its presence in California, opening a store in San Diego, and launched in Pennsylvania, Massachusetts and Washington, DC. The company also launched its omnichannel loyalty program Mango likes you, which aims to create closer ties with its customers through experiences related to the brand's values: sustainability, culture and community. The program, created in 2019, allows customers to accumulate Likes (points) which can be redeemed for numerous benefits such as discounts on future purchases, exclusive experiences and partner benefits or donations to charity projects Mango likes you collaborates with.

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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 120 markets. More information at mangofashiongroup.com