



MANGO

Mango Home

Press kit  
2025



# Summary

1. We are Mango, we create fashion	03
2. Our value proposition	05
3. Our lines	06
4. Mango Home	07
5. Growth of Mango Home	10
6. Opening of the first stand-alone store	11



1.

# We are Mango, we create fashion

Mango is a global company with design and creativity at the heart of its business model. Founded by Isak Andic in 1984 in Barcelona, one of the cradles of the textile industry in Europe, Mango has been looking to the future for four decades and inspiring the world with its passion for fashion and lifestyle through a differentiated value proposition.

Thanks to its strategy, based on constant innovation, the search for sustainability and a strong ecosystem of channels and partners, Mango is a leading international fashion company and one of the largest companies in the sector in terms of the number of countries in which it operates.

Mango was founded with a clear international vocation. In 1992, less than a decade after it was founded, the company reached the figure of one hundred stores in Spain and decided to take the expand internationally with the opening of two stores in

Portugal. In 1995 it ventured into Asia with stores in Singapore and Taiwan, and in 2002 it reached all five continents. Mango is currently present in more than 120 markets through a network of close to 2,850 stores and its online channel.

Mango has five business lines: Woman, the core of its business and driver of sales, Man, Kids, Teen and Home, and produces more than 170 million items a year. The company centralises all its creative and business activity in Barcelona, at its headquarters in Palau-Solità i Plegamans. Logistics activity is coordinated from its centre in Lliçà d'Amunt (Barcelona) and it has decentralised warehouses to meet the needs of the online channel and its extensive international presence.

Mango closed 2024 accelerating its growth and reaching a turnover of more than 3.3 billion euros, which represented a growth of 7.6% compared

to the previous year. The company's net profit increased by 11.6% compared to 2023 at constant exchange rates. The company also increased its net profit by 27% to 219 million euros and its EBITDA by more than 636 million euros, 19% more than the previous year. Such growth in all turnover figures demonstrate Mango's gradual progress towards the objectives set out in its 2024-2026 Strategic Plan to drive its progression and take the company to the next level.











## 2

# Our value proposition

### Fashion x Quality x Versatility x Freedom

The product is at the heart of Mango. The company has been creating collections for 40 years, focusing on quality and style aimed at inspiring everyone to become who they want to be and fully express their individuality. Mango's purpose as a company is to offer quality fashion that inspires everyone to be who they want to be and to create their own story.

The origins of the brand go back to when Isak Andic brought colour to post-Franco Spain in the 80s with hippie blouses made in Turkey. The offer quickly diversified with silver rings and earrings, alpaca sweaters, clogs and jeans. During the 2000s, Mango began to enter new fashion segments such as office fashion, with garments and stretch fabrics, wool, and began to enter the world of tailoring and

garments for occasions and events, one of its key hallmarks. Four decades later, Mango continues to bring the latest trends to its customers with a clear and distinctive DNA: a unique design proposal and a superior quality positioning.

Unlike other competitors, Mango's garments are designed in Barcelona, at the Mango Campus. In its atelier, a team of more than 500 people working in the product area (designers, buyers, etc.) translates the major global fashion trends into a language of their own to bring them closer to their customers. Mango creates high-quality and stylish fashion collections to inspire everyone to become who they want to be and fully express their individuality.



### 3. Our lines

Mango has five business lines. Since its beginnings, the company has been characterised for dressing the contemporary and urban woman through Mango Woman, but throughout its history, the company has also grown in terms of product with a process of diversification that has allowed it to go beyond the female universe.

In 2008, it launched its Mango Man menswear line and, in 2013, Mango Kids, the line dedicated to children's fashion, arrived in the market. Mango's offer was completed in 2021 with the creation of the Mango Teen and Mango Home lines. Each has independent product teams, which are leveraged in a corporate structure that generates synergies, as well as a differentiated market positioning compared to its competitors.

As a whole, all the lines are characterised by their own language and a commitment to higher quality that also gives Mango a superior positioning to its competitors.



4

# Mango Home

## Quality x Contemporary style x Unique character

Mango has been a host brand since its origins. The company's founder, Isak Andic, loved to make employees feel at home, to make the stores feel like a "Mango house" where he welcomed customers... so it made perfect sense for Mango to expand its product portfolio and reach every room in the home. In this way, the company offers its value proposition from the wardrobe of any woman, man, young person or child, to the kitchen, living room or bathroom, bringing the spirit and creativity of Mango to all aspects of life.

Mango Home was launched in 2021 in response to new consumer habits and with a focus on sharing, celebrating and relaxing. The home line offers iconic pieces that elevate the home and help create unique spaces where every detail reflects personality and makes you feel at home.

Mediterranean culture and lifestyle are at the heart of Mango Home, through natural textures, relaxed colours and sustainable materials. Its quality essentials and contemporary designs interpret interior design trends to inspire the creation of spaces with personality. To make the home a place to celebrate, to share, to relax. So that coming home is the best moment of the day, produces wellbeing, is the sanctuary where you can feel yourself.

Mango Home offers a unique value proposition ba-

sed on quality products at a good price, with a wide range that covers the entire home, and in which handcrafted production and fine materials play a key role. The company has reinforced its commitment to this line, expanding the commercial offer from 1,400 references in 2024 to the figure of 6,000 in 2025. In addition, over half of the production is made in Europe, through collaborations with small local producers and artisans on the continent, such as Mantas Ezcaray, Yutes and SGW Lab.

Mango Home offers two collections a year cover the needs of any type of customer. Every week, the mango.com website publishes inspiring editorial content through the New Now section, and the line launches a monthly campaign to showcase its new products, also through its own Instagram profile, [mangohomecollection](#).

## A warm and soulful home

When it came to creating the collection, Mango Home aims to offer the ideal product for every moment of the day, from the moment you get up to the moment you go to bed, with a carefully-designed proposal, with attention to detail, and combining colourful aesthetics with the sobriety of timelessness. Through its collection with a universal, modernised and versatile spirit, Mango Home celebrates the different rooms in the home and reinterprets them through pieces that put quality and design at the centre.

### The kitchen

The kitchen section offers all the necessary kitchenware to cook to one's own taste and dress a

beautiful table. From cotton or linen tablecloths with garment dyeing techniques as a differentiating element and reversible prints, to bone china cups for you to enjoy your morning coffee, to a collection of handmade tableware with hand-painted ceramic plates, where each piece is unrepeatable, or glasses and goblets in colourful glass produced with the artisan technique of blown glass, for a unique and special collection.

### The bathroom

Aware of the importance of the moment of personal hygiene and relaxation, Mango Home offers a collection with a wide variety of styles and materials, key among them the premium 700 gram cotton towels, with a unique softness. This section also includes handcrafted accessories, such as soap dishes, to decorate the bathroom.







### The bedroom

Aware of the importance of the moment of personal hygiene and relaxation, Mango Home offers a collection with a wide variety of styles and materials, key among them the premium 700 gram cotton towels, with a unique softness. This section also includes handcrafted accessories, such as soap dishes, to decorate the bathroom.

### Fragrances

Mango Home is exploring sensorial aspects and has launched a new cosmetics line of candles, mikados, home sprays and soaps, with 7 different scents. The collection, which includes a mango-scented proposal, in honour of the fruit that gave birth to the

brand, displays notes ranging from floral and sweet to citrus and woody nuances, which contribute to create a special energy from the most vibrant to the most relaxed and calm moments.

### The living room

For the main room of any home, Mango Home has designed a proposal based on uniqueness, design and superior quality, offering decorative objects based on contemporary art that allow us to add a personal touch to each home, creating unique spaces with pieces designed to excite and build memories that accompany us over time. This is the case with the earthenware vases made in Portugal or the colourful borosilicate candlesticks, as well as the wool and cashmere blankets, which invite you

to relax on the sofa, and the variety of cushions to add a personal touch to the living room.

### The children's room

As a novelty, the home line has expanded its portfolio by adding a specific collection for baby and kids, ranging from newborns to 6 years old. This proposal includes everything you need to create an inspiring and dreamlike nursery, from textiles for cots and beds, more timeless for babies and more colourful and fun for children, to a selection of decorative elements, soft toys and toys.

### The terrace

Mango's soul is particularly evident in the patio or

terrace collection, where colour is the main protagonist to enjoy the Mediterranean sun. Outdoor textiles with garment dyeing, such as tablecloths or cushions, and handcrafted pieces made from natural materials, such as baskets and flowerpots, stand out.



5

# Growth of Mango Home

Mango Home is growing and diversifying its commercial offer, as well as increasing its store network.

The line was launched in 2021 with a textile collection for the home and over the years has been expanding and diversifying its commercial offer. After incorporating the decoration and homeware categories last year, the company now incorporates new references for all rooms in the home, from the living room to the bedroom, including decorative objects, lighting and a textile collection for baby and kids, which includes a selection of items such as bed linen, soft toys, toys and decorative elements. The line also completes its value proposition with unique new products resulting from collaborations with artisans. Among the new products is the new line of seven fragrances, developed with specialised suppliers, which includes the 00 with a fruity mango scent, a tribute to the brand's origins.

Mango Home has also expanded internationally, and currently has an online presence in 34 markets, mainly in Europe and the United States. Furthermore, in April 2025 the line opened its first stand-alone store in the world in Barcelona is planning 4 new store openings during the year, in key cities in Spain such as Madrid, Zaragoza, Bilbao and a second store in Barcelona.







## 6

### Opening of the first stand-alone store

In April 2025, Mango Home opened its first stand-alone store in the world at 586 Avenida Diagonal in Barcelona, close to Plaça Francesc Macià, one of the city's most prestigious shopping streets. With a selling space of nearly 400 m<sup>2</sup>, the store stocks the entire range of home products and offers customers an immersive shopping experience.

The arrival of this store marks a milestone in Mango Home's growth strategy and represents a firm commitment to this product line in the home category, which completes the brand's ecosystem and accompanies the customer at every moment in their lives, by offering a differentiated value proposition to what currently exists in the market, through a product based on a unique design, high quality and Mediterranean style.

The first Mango Home store presents the different rooms in the home: from the kitchen to the

bedroom, the living room, the bathroom and the terrace, an area in which Mango's most colourful and artisan collection stands out, reflecting its Mediterranean spirit. The brand's aesthetic includes interiors with organic, colourful and welcoming lines, designed to reflect the personalities of each room and to strengthen the bond with the home.

The broad spectrum of the collection plays with textures and volumes and presents proposals for hand-painted ceramics, fine porcelain and blown glass. The commercial offer ranges from textiles, with high-quality proposals for the bed or the bathroom, to hand-painted tableware, fragrances and decorative objects based on contemporary art that allow us to add a personal touch to each home, creating unique spaces with pieces designed to excite and build memories that will stay with us over time.



**MANGO**