

MANGO

Mango Further Expands U.S Retail Presence with Store Openings in Nevada, New Mexico and Oregon



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- Mango further strengthens its U.S. presence with new stores in Las Vegas, Nevada; Albuquerque, New Mexico; and Portland, Oregon.
- The openings are part of the company's ambitious U.S. expansion plan which aims to open more than twenty stores in the country this year, resulting in around 65 company owned stores by the end of 2025.
- The U.S. is currently one of Mango's five main markets and the company aims for the country to be in the top three ranking in terms of revenue by the end of 2026.
- The expansion in the U.S. is part of the company's 4E 2024-2026 Strategic Plan, which aims to showcase Mango's differential value proposition, with a strong push for expansion and improved sales in the existing store park and in its online channel.

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Mango, one of the leading international brands in the fashion industry, continues its expansion and brand consolidation plan in the U.S. by opening its first stores in Las Vegas, Nevada; Albuquerque, New Mexico; and Portland, Oregon. Specifically, the stores are located in Fashion Show Las Vegas, the largest shopping, dining and entertainment destination on the Las Vegas Strip; Albuquerque's Coronado Center mall; and Pioneer Place, in the heart of Portland's bustling business district.

"We are excited to continue executing on our expansion plans with our arrival in Las Vegas, Albuquerque, and Portland," said Mango's Director of Expansion and Franchises, Daniel López. "These openings reaffirm our deep commitment to the U.S. market, a fundamental pillar in our global strategy, as well as the positive reception of our differential value proposition by our customers in the U.S., a key market that is experiencing double digit growth."

The Albuquerque store offers products from the brand's Woman and Man lines, and the Las Vegas and Portland stores offer products from the brand's Woman line exclusively. All stores feature 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.

These openings are part of Mango's ambitious U.S. expansion plan, which began in 2022 with the opening of its flagship store on Fifth Avenue in New York City. In 2025, the company aims to further increase its presence in the U.S. with twenty new stores. Mango also expects to double its workforce to more than 1,200 employees across the country by the end of 2025.

Mango in the U.S

Mango has been present in the U.S. since 2006. The company launched its expansion plan in 2022 with the opening of its flagship store located at 711 Fifth Avenue in New York, one of the most exclusive shopping streets in the world.

During the first phase of the expansion plan, Mango expanded its presence in New York, both in Manhattan and in the surrounding areas. Following New York, the company focused on increasing its presence in the state of Florida, with the opening of two stores in Miami and one in Orlando. Mango also reached an agreement with Parsons School of Design in New York, one of the world's leading fashion schools, to support the new generation of global leaders in the field of design and retail through training scholarships.

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In 2023, Mango expanded on the west coast and in the south, opening stores in California, Texas and Georgia. In 2024, the company exceeded its goal of reaching 40 company owned stores in the U.S. by the end of the year. Store openings included the brand's arrival in Pennsylvania, Massachusetts and Washington D.C., as well as an expanded presence in California, with its arrival in San Diego, and in New York with a new store in Hudson Yards.

As part of its expansion plan, last year Mango also launched its second off-site logistics center in the country, outside of Angeles, and its omnichannel loyalty program Mango likes you in the U.S.

In 2025, Mango plans to further increase its presence in the country with twenty new stores, resulting in around 65 company owned stores. Growth will focus on the Sun Belt and the northeast regions of the country, including the arrival in Washington, Illinois and Nevada with stores in Bellevue Square, Michigan Ave in Chicago and Fashion Show Las Vegas shopping center. Mango also plans to open stores for the first time in Connecticut, Arizona, Ohio, Oregon and Louisiana. In addition, the company will increase its presence in California, with focus on the San Francisco area, and in Texas with a store in Houston Galleria.

Over the last few years, Mango has created more than 600 new jobs in the country, from 30 employees in 2020 to more than 640 today. By the end of 2025, the company expects to double its headcount and exceed 1,200 employees.

Mango's expansion in the United States is part of the company's 4E 2024-2026 Strategic Plan, which aims to showcase Mango's differential value proposition, with a strong emphasis on expansion and improved sales in stores and online. The U.S. is currently one of Mango's five main markets and the main online market. By 2026, the company expects the country to become one of the group's three main markets in terms of revenue.

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Mango, one of the leading international fashion groups, is a global company with design and creativity at the heart of its business 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 2024 with a turnover of over 3.3 billion euros, with a third of its business coming from the online channel and a presence in more than 120 markets. More information at mangofashiongroup.com.