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Mango Continues U.S. Expansion Plan and Celebrates 50th Store Milestone



- Mango celebrates major milestone with the opening of its 50th company-owned store in the U.S., located in Washington Square, Portland, Oregon.
- The company has already opened eight new stores in 2025 –including first locations in Nevada, New Mexico, Washington and Oregon– and will launch in the upcoming months in Costa Mesa's South Coast Plaza and in Chicago, at North Michigan Avenue.
- These openings are part of Mango's ambitious U.S. expansion plan, which aims to open more than 20 stores this year, resulting in around 65 by the end of 2025.
- The U.S. is currently one of Mango's five main markets and the company aspires 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.

Mango, one of the leading international brands in the fashion industry, moves forward with its expansion and brand consolidation plan in the U.S and reaches a new milestone with the opening of its 50th company-owned store. The launch is one of the over 20 stores the company plans to open this year in the U.S., resulting in around 65 by the end of 2025.

“Reaching this milestone is an important achievement for the entire Mango team and reaffirms our deep commitment to our U.S. client” said Daniel López, Mango’s Chief Expansion & Franchise Officer. “Opening our 50th company-owned store in the U.S. is a testament to the warm reception of our unique value proposition and to Mango’s ambition in the country.”

The new Mango store, located in Washington Square, Portland, Oregon, offers the Woman line exclusively and is the brand’s second store in the city after opening in Pioneer Place earlier this year. It also features Mango’s Mediterranean-inspired New Med retail concept, which combines sustainability with architectural integration with warm tones, neutral colors, and natural, handcrafted materials, creating a shopping experience that embodies Mango’s spirit and freshness.

The Washington Square store is the eight Mango has opened so far this 2025 in the U.S., including first Mango store arrivals in Nevada, New Mexico, Washington and Oregon. Specifically, the company has launched at 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.

In the upcoming months, Mango will arrive in the state of Illinois with a store in North Michigan Avenue, Chicago’s main commercial street. The company will also increase its presence in California with a store in Costa Mesa’s South Coast Plaza. Both will offer the Woman and Man lines.

These store 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 and 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, in Miami and Orlando alongside with boosting its online presence in its own and third platforms. 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.

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.

The company remains on track to achieve its goal of opening 20 new stores in 2025. Growth will continue to focus on the Sun Belt and Northeast regions of the country, with upcoming openings planned in Washington, Illinois, Connecticut, Arizona, Ohio, and Louisiana. In addition, the company will increase its presence in California, with a focus on the San Francisco area.

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.