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Mango strengthens its presence in Germany with a new flagship store in Berlin



- Mango opens its sixth store in Berlin, at Friedrichstr. 88-89, spanning 1,100 m², offering the Woman, Man and Kids lines and featuring the New Med retail concept, which reflects the spirit and freshness of the brand.
- The company plans to open close to 10 points of sale this 2025 in Germany, including a new flagship store in Munchen, and will renovate its flagship in Hannover.
- These openings are part of Mango's 4E 2024-2026 Strategic Plan, which aims to reinforce its differential value proposition with a strong expansion drive and by improving sales in its existing shops and in its online channel.
- Mango, present in Germany since 1966, ended 2024 with over 450 points of sale in the country in addition to its digital presence through its own online channel and other marketplaces.

Mango, one of the world's leading international fashion brands, continues its expansion and brand consolidation plan in Germany with the opening of a new flagship store in Berlin. Specifically, at Friedrichstr. 88-89, in the heart of the city, close to the iconic Brandenburg Gate.

The new store has a selling surface of 1,100m² and offers the Woman, Man and Kids lines. This is the second point of sale in the German capital to offer the three lines under one roof - after Kurfürstendamm- and is the sixth the company has in the city.

The new flagship also features the Mediterranean-inspired New Med retail concept, which reflects the spirit and freshness of the brand. Sustainability and architectural integration are key in this design that conceives the Mango store as a Mediterranean home with different spaces in which warm tones and neutral colours predominate, combined with traditional, handcrafted, sustainable and natural materials.

"We are thrilled to expand our presence in Berlin, one of the world's leading fashion capitals, by increasing the physical offer of three of our five lines. This opening is a key step in our strategic expansion plan, aimed at enhancing our reach and bringing us even closer to our customers with stores in which we can offer them the Mango experience" says Daniel López, Mango's Director of Expansion and Franchising.

Mango plans to open close to 10 points of sale this 2025 in Germany, including the recent launches at Limbecker Platz, in Essen, and Westfield shopping centre in Hamburg, as well as a new flagship store in Munchen. The company will also renovate its flagship in Hannover to include the New Med concept.

These openings are part of Mango's 4E 2024-2026 Strategic Plan, which aims to reinforce its differentiated value proposition, with a strong expansion drive and improved sales in existing shops and its online channel.

Mango has been present in Germany since 1996, when it opened a store in Oberhausen shopping centre and in Oldenburg. Three years later, the company launched its first store in Berlin, at Tauentzienstr. At the end of 2024, Mango had over 450 points of sale in Germany, as well as digital presence through its own online channel and other marketplaces.

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