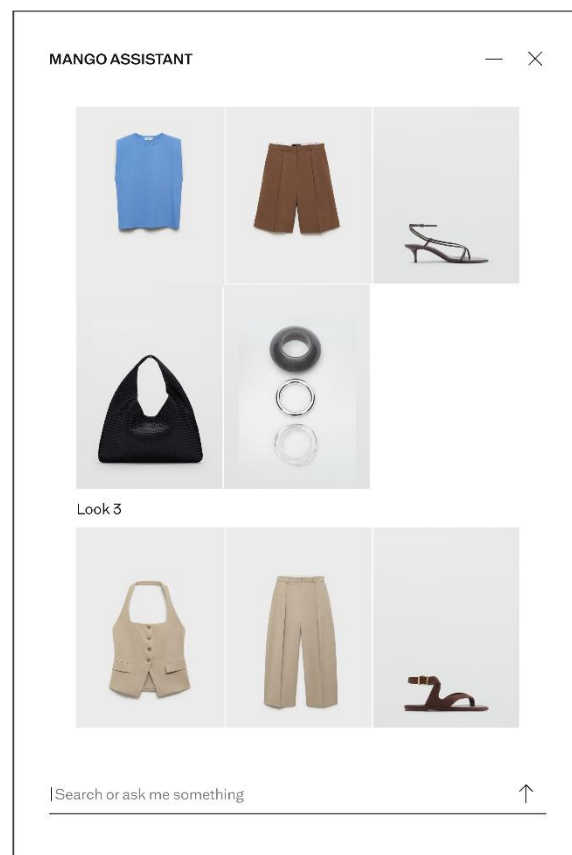
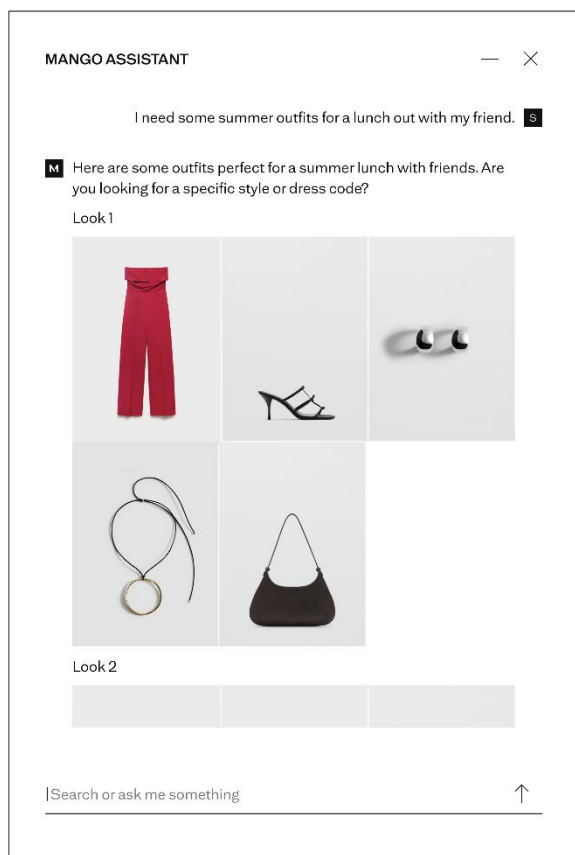


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Mango launches Mango Stylist, its new AI-powered fashion assistant



- The company continues to make progress in the development of artificial intelligence tools and is taking another step forward in the personalisation of the online shopping experience with a pioneering conversational tool in the sector that recommends products according to the user's tastes, proposes combinations of garments and complete looks and shows the latest fashion trends.
- Mango Stylist is available in around 10 markets, mainly in Europe and the United States, and currently for the Woman line.
- The development of this tool is part of Mango's Strategic Plan 2024-2026 which, through the Earn pillar, aims to create value through technological development, data management and artificial intelligence and operational excellence.
- Committed to innovation, since 2018 Mango has developed more than fifteen machine-learning platforms (MLE) that apply artificial intelligence at different points in its value chain, such as pricing, design and customer service, among other areas.

Mango, one of the leading international fashion brands, is furthering its commitment to innovation and a personalised shopping experience with the launch of Mango Stylist, a pioneering virtual fashion assistant powered by generative artificial intelligence, which makes it easy, fast and personalised to discover and combine garments. The tool, currently available for the Woman line, is active in around ten markets, mainly in Europe and the United States. Specifically, Spain, Portugal, the United Kingdom, France, Italy, Germany, Austria, Turkey and the United States.

Mango Stylist uses innovative algorithms to understand the context and personal tastes of each user offering them product recommendations tailored to their preferences, as well as the possibility to explore the latest trends and discover Mango product combinations and complete looks through chat in its e-commerce and the brand's Instagram account.

This initiative reflects Mango's ongoing commitment to innovation and the cutting edge in the world of fashion, focusing on hybrid experiences that combine traditional browsing with natural conversations supported by artificial intelligence. This way, customers can interact with fashion in a new and natural way, making every purchase an inspiring experience.

The development of Mango Stylist has been possible thanks to the collaboration of different multi-disciplinary teams at Mango, including IT, Data, Digital Product, Styling, Design, Visual Merchandising and Customer Service. The tool also integrates with the after-sales virtual assistant Iris, already active in several markets, thus consolidating the vision of a single conversational point of contact for customers making it possible to resolve queries both before and after purchase, from the search for inspiration to querying the status of an order.

This launch reinforces Mango's position as one of the first companies in the sector to integrate a conversational assistant based on generative AI that combines stylistic advice with customer service, and marks a new step towards a more personalised, closer and more efficient shopping experience. The initiative is part of the company's 4E 2024-2026 Strategic Plan, which through the Earn pillar seeks to guarantee the creation of value through technological development, data management and artificial intelligence and operational excellence.

Commitment to innovation

Innovation has always been a key pillar of Mango, which has led it to become a leading international fashion company. From the creation of a differentiated business model to brand communication with the main celebrities of the moment or the pioneering commitment to online selling in 2000, the company has been at the forefront of its sector.

Mango is committed to building a phygital ecosystem of experiences, services and products that synchronises and converges the capabilities and opportunities in the physical and digital worlds, at all times aimed at providing the best service to its customers. The company is therefore digitising the entire product lifecycle, from the initial briefing of the collection, design and patternmaking, to sales, transport and distribution.

In addition, in its commitment to technology as a support tool, since 2018 Mango has developed more than fifteen internal platforms that apply artificial intelligence at different points in its value chain, such as pricing or personalisation. Among the most notable are the internal generative AI platforms Lisa, to address use cases of its employees and partners; and Inspire, to help the design and product team be inspired to create prints, fabrics and garments, as well as window dressing, architecture and interior design.

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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.