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Mango accelerates UK expansion of its youth line Mango Teen



- Mango accelerates the expansion of Mango Teen in the UK as it identifies gap in the market for youthful, contemporary and quality teen fashion and growing power of the 'Teen pound'
- Mango opens its third standalone Teen store in Glasgow's Buchanan Galleries on 1 August, following strong performance of its Teen line in the UK and greater brand awareness among a younger demographic of customers
- New opening forms part of Mango Teen's global expansion plan, which saw the company double the number of standalone Teen stores in 2024 to more than 40



Mango, one of the world's leading fashion groups, will accelerate the expansion of its Teen line in the UK as it identifies a gap in the market for youthful, contemporary and quality teen fashion alongside growing teen spending power in the UK.

The planned expansion of Mango Teen in the UK includes the opening of its third standalone Teen store at Glasgow's Buchanan Galleries on 1 August, representing the first standalone Teen store to open in Scotland and the first outside of London.

The expansion of Mango Teen in the UK follows the strong performance of the line, since it was first introduced online in the UK in 2021. The successful growth of Mango Teen in the market has been driven by the launch of the brand's first standalone UK Teen stores at London's Carnaby Street and London Westfield last year and greater brand awareness among a younger demographic of consumers.

A priority market for Mango, the UK was the first international market to host a standalone Teen store, and the UK leads the way on the greatest number of standalone Mango Teen stores of any other international market. The expansion of Mango Teen in the UK forms part of the brands' global expansion plan, which saw the company double the number of standalone Teen stores in 2024 to more than 40, as well as online presence to 95 markets.

Berta Moral, Global Director of Mango Kids and Teen, commented "Today's teens are turning to fashion to express themselves like never before. We see a clear gap in the market for contemporary, youthful fashion at a reasonable price point and our collection of timeless staples and modern pieces in eye-catching prints and quality fabrics is already resonating with this younger generation. That's why we're accelerating our expansion of Mango Teen in the UK with the opening of new standalone Teen stores and stylish new collections."

Mango Teen was originally founded in 2021 with the aim of satisfying the fashion needs between childhood and adulthood. With a focus on contemporary, fresh and youthful designs inspired by the brand's Mediterranean heritage, the line intends to fill a gap in the market for contemporary, good quality fashion for teens at a reasonable price point. Combining classic with contemporary touches and eye-catching prints, the line features clothing, footwear, accessories and sportswear, all designed in house at Mango's Barcelona atelier.

At the end of 2024, Mango had over 80 stores in the United Kingdom, as well as Mango.com and online presence in other marketplaces.

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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.