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Mango Home consolidates its expansion in Spain with the opening of its first store in Zaragoza.



- Mango Home opens its first stand-alone store in Zaragoza, the second of its kind worldwide, and plans to close the year with two new store openings in Barcelona and Madrid, strengthening its position in the homeware sector.
- The company is thus reinforcing its commitment to physical stores as a privileged meeting point for customers, in line with its 4E Strategic Plan, which foresees the opening of 500 new stores by 2026.
- Since its launch in 2021, Mango Home has more than doubled in size and now operates in 34 online marketplaces, primarily in Europe and the United States. The line has also expanded its offer from 1,600 products in 2024 to almost 6,000 in 2025, with new categories for all rooms in the home, including lighting, *baby* and *kids*, and fragrances.

Mango Home, Mango's homeware line, is strengthening its presence in the homeware sector with the opening of its first stand-alone store in Zaragoza, the line's second worldwide. Located at Calle San Miguel 10, and with a sales area of

280 m², the store recreates a home where customers can discover designs for every room and enjoy an inspiring shopping experience.

The opening is a further step in the consolidation and growth of the line and its potential, which, since its creation in 2021, has more than tripled in size and is currently present in 34 online markets, primarily in Europe and the United States. Aligned with the objectives set out in its 4E Strategic Plan 2024–2026, which includes the opening of 500 new stores by 2026, Mango Home plans to open a second store in Barcelona and another in Alcobendas, Madrid, before the end of the year.

Nuria Font, Director of Mango Home, says: "Zaragoza is a key city for our expansion plan, and we are delighted to open our first store here — an important milestone in the expansion of the line. Mango Home reflects our commitment to a contemporary and welcoming home, where each room is carefully designed to offer customers a unique experience."

The Zaragoza store offers products for every room in the home, based on Mango Home's value proposition, which focuses on quality, contemporary style, and products with a unique character. Mango Home creates collections that bring warmth and personality to homes, always with a focus on craftsmanship and timeless design, and in keeping with the brand's signature Mediterranean spirit.

During this stage of growth and expansion in physical stores, the line has strengthened its commercial offer to cover all rooms of the home, with a portfolio that has grown from 1,600 products in 2024 to 6,000 in 2025, with two collections per year. After adding the decoration and household categories last year, and introducing fragrances and textile collections for babies and kids at the beginning of 2025, the forthcoming Autumn/Winter collection will include new lines of lamps and lighting, mirrors, decorative prints, candles, and a comprehensive Christmas collection.

Mango Home is committed to craftsmanship and collaboration with local suppliers, with more than 60% of its products made in Europe. The collection includes hand-painted tableware, blown glass, recycled stoneware, and hand embroidery, among other traditional artisan techniques that have been revived and enhanced. The line also complements its value proposition with unique new products resulting from collaborations with artisans such as Mantas Ezcaray and Yutes.

Mango in the region

The new store opening is Mango's tenth store in Zaragoza, where the company currently has a total selling space of 4,437 m². There are 12 stores throughout the region of Aragon, spread across the provinces of Zaragoza and Huesca, with a total selling space of 4,810 m².

Worldwide, Mango has more than 2,900 stores and maintains a positive growth trajectory. In the first half of 2025, the company recorded a 12% increase in sales, opened 78 new stores, achieved a turnover of €1.728 billion, and invested €110 million.

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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.