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## Mango and Kaia Gerber dazzle with their most nocturnal and festive side in the new 'Party' collection

- Kaia Gerber, Mango's ambassador since May 2025, reveals her most festive side in the third instalment of the joint collaboration, delving into the 'Craft Your Own Story' concept.
- The new party collection celebrates a young, nocturnal spirit, defining a fresh, urban femininity through powerful silhouettes and an attitude marked by black.
- Gerber joins Mango's tradition of collaborating with great names in the world of fashion and performance, following in the footsteps of icons such as Claudia Schiffer, Naomi Campbell and Kate Moss, and reaffirming the brand's ambition to connect with new generations.

Mango, one of the leading international groups in the fashion industry, presents its new 'Party' collection with Kaia Gerber. With this third joint release, the brand is further developing its "Craft Your Own Story" concept, which invites us to play with our personal style and to decide how we want to show ourselves at any given moment. Kaia's serene presence and elegant approach are translated into a campaign that exalts authenticity and personal style, inviting us to shine with freedom and confidence.

The 'Party' collection presents a festive, nocturnal spirit, designed for an urban, cool and confident femininity. The colour palette focuses on black as the main tone, with shades that add depth and sophistication. The collection combines jackets, oversize dinner jackets, bodysuits and long dresses with iconic pieces such as the midnight blue fur coat, completed with black and silver accessories that create versatile and striking looks for any night out.

The new collection aims to give women the freedom to explore their style, combining practicality, sophistication and strength, and reinforcing Mango's philosophy: that everyone can create their own story and show the world their unique style. At the heart of this campaign, captured by Mario Sorrenti and set in the night scenes of Los Angeles, is authenticity, attitude and style, conveying the spirit of self-expression that defines the collection.

### **Mango Ambassadors**

Following in the footsteps of great fashion and film icons, Kaia Gerber reinforces Mango's strategy of collaborating with ambassadors who embody the brand's key values. Her incorporation continues the tradition started with icons such as Claudia Schiffer, Naomi Campbell and Kate Moss, consolidating Mango's connection with new generations and its presence on the global fashion scene.

In 2025, Mango has further strengthened its international ambassador strategy, deepening its "Craft Your Own Story" philosophy, which invites each person to freely express their style and identity. This year's additions - Kaia



Gerber for the women's line and Norwegian tennis player Casper Ruud for Mango Man - embody a shared vision of authenticity, contemporary elegance and self-expression, values that continue to define and project the brand's essence.

### About Mango

Mango closed the first half of 2025 with a turnover of 1,728 million euros, an increase of 12% compared to the same period last year. These results consolidate the brand's upward trajectory and the effectiveness of its 4E (Elevate, Expand, Earn and Empower) Strategic Plan, aimed at reaching 4 billion euros in sales by 2026.

The company combines international expansion, innovation and sustainability with the improvement of the customer experience, both in physical shops and online, where the digital channel already represents 31% of the total business. During the half year, Mango has registered 78 net openings and 30 refurbishments, reaching 2,925 shops in more than 120 international markets.

For further information, please contact

Miki Herráiz  
+34 610 449 839  
[miguel.angel@mango.com](mailto:miguel.angel@mango.com)

LLYC  
Violant Flores / Míriam Cusi  
+34 646 514 671 / +34 682 770 413  
[vflores@llyc.global](mailto:vflores@llyc.global) / [mcusi@llyc.global](mailto:mcusi@llyc.global)

Mango, one of the leading international fashion brands, is a global company with design and creativity at the heart of its model and a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company ended 2024 with a turnover of more than 3,300 million euros, with a third of its business coming from the online channel and presence in more than 120 markets. More information at [mangofashiongroup.com](https://mangofashiongroup.com)