

# MANGO

Mango strengthens its presence in Italy with fifteen store openings in 2024 and will exceed 100 stores in the country



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- The company opens a flagship store of more than 1,300 m<sup>2</sup> in Rome, in the Alberto Sordi shopping centre on Via del Corso, the city's main shopping street.
- After this store opening, Mango will continue the expansion of its brand particularly in central and southern Italy, as well as in large northern cities such as Bologna and Verona, and will arrive for the first time in the city of Genoa.
- The company will also refurbish several stores in the country to incorporate its New Med store concept, including the refurbishment of its flagship store in Galleria del Corso (Milan).
- These openings and refurbishments are part of Mango's 2024-2026 strategic plan Expand pillar, which is committed to store growth with a goal of more than 500 new openings by 2026.
- Mango closed 2023 with 92 stores in Italy, as well as a digital presence through its own online channel and other marketplaces.

*BARCELONA,*

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Mango, one of Europe's leading fashion groups, is continuing its expansion plan in Italy and will open around fifteen stores in 2024, including company stores and franchises, which will bring its total number of stores in the country to over 100 by the end of the year. The expansion is particularly focused on central and southern Italy, with a focus on the capital, as well as large northern cities such as Bologna, Genoa and Verona. In addition, the company plans to refurbish several stores to incorporate its New Med concept, present in the brand's main flagship stores around the world.

"The opening and refurbishing of stores in Italy is part of our 2024-2026 strategic plan, which foresees more than 500 new openings in the next three years around the world to further strengthen our omni-channel distribution ecosystem," says Daniel López, Mango's Expansion and Franchise Director. "Italy is one of the most important markets in the global fashion world and is therefore a key market for Mango. The success of the store openings in 2023 reinforces the idea of moving forward in capillarity and getting even closer to our customers with stores in which we can offer them the Mango experience".

Among the most important store openings is the inauguration of a flagship store in Rome, in the historic building of the Alberto Sordi shopping gallery on Via del Corso, the city's main shopping street. The store, with a selling area of more than 1,300 m<sup>2</sup>, stocks products from the Woman, Man and Kids lines. The company also plans to expand its presence in the capital with a store on Via Nazionale, one of the city's main streets. These stores are in addition to the recent openings in the Porta di Roma and Romaest shopping centres.

Mango is also planning to arrive for the first time in Genoa and to open its first company store in the city centre of Verona, where it already has a store in the Adigeo shopping centre.

The company will also refurbish five stores in Italy this year to incorporate its Mediterranean-inspired New Med retail concept. These include the refurbishment of the flagship of more than 1,300 m<sup>2</sup> in Galleria del Corso, in the historic centre of Milan. The company will also continue with its plan to refurbish stores in train stations with stores in Florence and Venice, both of which stock the Woman line.

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The New Med concept aims to reflect the spirit and freshness of the brand. Sustainability and architectural integration are the key to this new design, which conceives Mango stores as a Mediterranean home with different spaces in which warm tones and neutral colours predominate, combined with traditional, handcrafted, sustainable and natural materials such as ceramic, tuff, wood, marble, esparto grass and leather.

## Mango in Italy

Mango has been present in Italy since 2001. During the 2010s the company exponentially expanded its presence in the country with more than 50 stores, combining high-street stores in the main cities with corners throughout the country.

In 2022 Mango launched a new expansion plan in Italy. The company opened eight new stores during the year, bringing its total number of stores to around 80.

Last year Mango continued its expansion plan with approximately fifteen store openings, particularly in the north of the country, with new stores in cities such as Bologna, Turin, Brescia and Lonato, as well as in large cities such as Rome, Milan, Florence and Palermo.

At the close of the 2023 financial year, the company had 92 stores in the country, as well as a digital presence through its own online channel and other marketplaces.

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*Mango, one of Europe's leading fashion groups, is a global company with design and creativity at the heart of its 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 2023 with a turnover of 3.1 billion euros, with 33% of its business coming from the online channel, and a presence in more than 115 markets. More information at [mangofashiongroup.com](https://www.mangofashiongroup.com)*