

MANGO

Mango promotes its youth line Mango Teen with a store on Passeig de Gracia in Barcelona



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- The company inaugurates today a store for its youth line today at 65 Passeig de Gracia in Barcelona, the same location where Isak Andic opened the first Mango store in 1984, which until now was a Mango Woman store.
- The point of sale, with over 400 m² of sales area and more than 15 employees, features the Mediterranean-inspired retail concept New Med, embodying the brand's spirit and freshness.
- This opening is part of the company's 4E 2024-2026 Strategic Plan, which aims to reinforce its differentiated value proposition, with a strong expansion drive and improved sales in existing stores and its online channel.
- Mango Teen launched in 2021 to meet the fashion needs between childhood and adulthood, offering attractive alternatives for young people with current, fresh, and youthful designs

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Mango, one of Europe's leading fashion groups, is making progress in the growth of Mango Teen. The company inaugurates today a point of sale for its youth line at number 65 Passeig de Gracia in Barcelona, the same location where the company's founder, Isak Andic, opened the first Mango store in 1984. The location, which until now offered the Woman line, has been converted to house a new store exclusively for the youth line, thus bringing the offer of all the company's lines (Woman, Man, Kids, Teen and Home) to the main commercial avenue in Barcelona.

The new store has over 400m² of sales area and more than 15 employees. It also incorporates the Mediterranean-inspired New Med retail concept, which embodies the spirit and freshness of the brand. Sustainability and architectural integration are key in this new design, which conceives the Mango store as a Mediterranean home with different rooms in which warm tones and neutral colours predominate, combined with traditional, handcrafted, sustainable and natural materials such as ceramics, tuff, wood, marble, esparto grass and leather.

This opening is part of Mango's 4E 2024-2026 Strategic Plan, which was created with the purpose of promoting the company's differential value proposition, the commitment to innovation and sustainability and the promotion of sales through a major expansion of its park. of stores and the growth of all its lines and channels.

Mango Teen launched in 2021 to satisfy the fashion needs between childhood and adulthood, presenting attractive alternatives for young people with current, fresh and youthful designs. During 2023, Mango Kids and Teen recorded growth of close to 20% in their turnover and represented 8% of the group's sales. At the end of the year, the youth line had 14 physical points of sale and a presence in 95 markets through the multi-line and online channels.

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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