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Mango boosts its youth line Mango Teen with fifteen store openings in 2024 and its first international store



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- Mango Teen is increasing its capillarity in Spain with fifteen new stores in 2024, reaching for the first time autonomous regions such as Galicia, Asturias and Murcia, as well as locations including Málaga and Ibiza.
- The youth line is also expanding internationally for the first time with the opening of a 230 m² store in London. Specifically in Foubert's Place, in Carnaby, one of the most vibrant districts in the city centre.
- With these store openings, the line, which launched in 2021, will almost double its number of stores to end this year with 25 stand-alone stores and presence in 95 markets through the multi-line and online channels.
- The growth of Mango Teen is part of the company's 4E Strategic Plan 2024-2026, which aims to reinforce its differentiated value proposition, with a strong expansion drive and improved sales in existing stores and its online channel.
- During 2023, Mango Kids and Teen recorded a growth of close to 20% in turnover and accounted for 8% of the group's total sales.

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Mango, one of Europe's leading fashion groups, is making progress in the growth of its youth line Mango Teen with fifteen store openings in 2024 and with its international expansion. Three years after its launch, the Teen line is forecasting exponential growth, ending the year with around 25 stores -almost double 2023's figure- and presence in 95 markets through the multi-line and online channels.

Mango Teen will open around fifteen stores by 2024 in the major cities of Spain. Some of the most relevant openings are the arrival for the first time this April in Ibiza and Malaga, where the company has inaugurated a two-storey store in the pedestrianised Calle Nueva, in the heart of the city's historic centre. The line will also arrive for the first time the autonomous regions of Galicia, Asturias and Murcia. Specifically in the Príncipe de Vigo and Uría streets in Oviedo, among others.

In addition, Mango Teen will increase its presence in the Basque Country, Andalusia and Catalonia, where it already has its own stores. Specifically, it will open in Bilbao and Seville. In Barcelona, the youth line has moved to 65 Passeig de Gracia, where Isak Andic opened the first Mango store in 1984. The premises, which until now offered the Woman line, has converted to house an exclusive Mango Teen store with 400 m² of selling space.

This year Mango Teen is also expanding internationally with its first stand-alone store outside the Spanish market. This weekend, the line opened a 230 m² store in London. Specifically in Foubert's Place, in Carnaby, one of the most vibrant districts in the city centre. The line will also open a store in Andorra in the summer, in the Illa Carlemany shopping centre in Escaldes.

"The opening of the first Mango Teen store internationally marks a turning point, so that we can continue to inspire and bring our passion for fashion to young audiences," explains Berta Moral, Director of Mango Kids and Teen. "The UK is one of the most important markets in the world of global fashion and therefore a key market for Mango and the development of all its lines to consolidate a global offer that responds to all segments, from women to men, children and teenagers.

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All the new stores will feature the Mediterranean-inspired New Med 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.

The growth of Mango Teen

Mango Teen launched in 2021 to satisfy the fashion needs between childhood and adulthood, presenting attractive alternatives for young people. "The line fills an existing gap in the market and is leading the way with current, fresh and youthful designs, setting the pace for contemporary young fashion," Moral points out.

Combining classic styles with contemporary touches and innovative, eye-catching prints, Mango Teen features a wide variety of garments ranging from clothing to footwear and accessories, offering the possibility to create complete and adaptable outfits for a variety of key moments, from everyday wear to evening plans and formal events.

In its early days, Mango Teen was marketed through the online channel in close to 50 markets and in pop-up stores in Barcelona, Granada, Marbella and Mahón. The first physical store with a permanent Teen offer was the Mango Kids store in Calle O'Donnell in Seville at the end of 2021, followed by the children's and youth store in Calle Don Juan de Austria in Valencia. In 2022, the line expanded its physical presence in the Kids stores in Goya street in Madrid and Westfield Glòries shopping centre in Barcelona, and opened its first stand-alone stores in Barcelona, Platja d'Aro and Zaragoza.

In 2023 Mango Teen arrived in the Canary Islands and Andalusia with stores in Tenerife, Granada and Malaga. In 2024, three years after its launch, Mango Teen plans to continue its stand-alone store expansion and to finish the year with 25 dedicated stores and a presence in 95 markets through multi-line and online channels.

The growth of Mango Teen is part of the company's 4E Strategic Plan 2024-2026, which was created to promote Mango's differentiated value proposition, its commitment to innovation and sustainability and increasing sales through major expansion of its store network and the growth of all its lines and 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