

MANGO

Mango Home continues to grow and arrives in Turkey



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- Mango's home line arrives in the Turkish market via the company's online channel mango.com.
- The arrival of Mango Home in Turkey is part of Mango's 4E 2024-2026 Strategic Plan, which aims to strengthen its differentiated value proposition, with a strong expansion drive and improved sales in existing stores and its online channel.
- Founded in 2021, Mango Home is currently available in 5 physical multi-line stores in cities including Madrid, Barcelona and Zaragoza, as well as in 33 online marketplaces, mainly in Europe.

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Mango, one of Europe's leading fashion groups, is expanding its homeware line with the arrival of Mango Home in Turkey. From today, the line's textile, decoration and homeware products will be available in the Turkish market via the online channel mango.com.

By entering the Turkish market, Mango Home is now available in 33 markets, including Spain, France, Germany, United Kingdom, Portugal, Italy, Belgium, Switzerland, Greece, Romania, Croatia, Austria, Ireland, Sweden, Czech Republic, Denmark and the United States, among others.

The arrival of Mango Home in Turkey is part of Mango's 4E 2024-2026 Strategic Plan, which aims to strengthen its differentiated value proposition, with a strong expansion drive and improved sales in existing stores and its online channel.

"Having our homeware line on offer in Turkey is a major step forward in our business diversification strategy and reinforces our international expansion plan in one of the most strategic markets for the company," says Nuria Font, Director of Mango Home.

The growth of Mango Home

Mango Home was founded in 2021 in response to new consumer habits and with a focus on sharing, celebrating and relaxing. With natural textures, relaxed colours and sustainable materials at the core of its proposition, its quality essentials and contemporary designs interpret interior design trends to inspire the creation of spaces with personality.

In the first years of its existence, the line has strengthened its differentiated value proposition by expanding and diversifying its offer. Mango Home, which launched in 2021 with a textile collection, last year added new product categories in both decoration and homeware to complete the offer for all the rooms in the home (living room, dining room, bedroom and bathroom).

In 2024, Mango Home continues to expand and diversify its commercial offer and is consolidating and expanding its network of stores. The company is extending the online presence of its homeware line to new markets such as Turkey and plans to open physical stores with its new concept for the first time in 2025.

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A strong team

At the beginning of June, Mango appointed Nuria Font as the new Director of Mango Home in order to strengthen the line's value proposition through aspirationalism, quality and personal style.

With a degree in Business Administration and Management from the University of Barcelona (UB), a PDD in Management from IESE Business School - University of Navarra and a DIBEX (Digital Business Executive Program) at ISDI, Nuria Font began her professional career at Mango as Product Manager in CPM (Commercial Product Management). For nearly two decades, she has held different positions of responsibility within the company as B2B Key Account Manager for the Asian and Middle Eastern markets, Head of the Wholesale department, Project Manager and Director of the Firm Franchise business since 2017.

For further information, please contact

Miki **Herráiz**

+34 610 449 839

miguel.angel@mango.com

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