

MANGO

Mango boosts its youth line Mango Teen
with its first store in Andorra



Mango Teen Shop

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- Mango is promoting its youth line by opening a Mango Teen store in Andorra for the first time, specifically in the Illa Carlemany shopping centre in Escaldes.
- Mango Teen, which was launched in 2021, will almost double its store network to more than 25 retail outlets this year, as well as having a presence in 95 markets through the multi-line and online channels.
- The store 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 the existing store network and in its online channel.

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Mango, one of Europe's leading fashion groups, is boosting the growth of its youth line with the opening of its first Mango Teen store in Andorra, specifically, in the Illa Carlemany shopping centre in Escaldes. The store opening is part of the expansion plan of the youth line which, three years after its launch, is forecasting exponential growth, closing the year with more than 25 stores -nearly double the figure for 2023- and a presence in 95 markets through the multi-line and online channels.

The new store features the Mediterranean-inspired New Med retail concept, which embodies the spirit and freshness of the brand. This design, with sustainability and architectural integration as key elements, 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 opening of the first Mango Teen store in Andorra shows our commitment to continue inspiring and bringing our passion for fashion to a younger public, as well as being a significant step forward in the growth of the line," explains Berta Moral, Director of Mango Kids and Teen.

Mango Teen's growth and international expansion

Mango Teen was launched in 2021 to satisfy the fashion needs between childhood and adulthood, presenting attractive alternatives for young people with contemporary, fresh and youthful designs.

Combining classic with contemporary touches and innovative, eye-catching prints, the line 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 to evening plans and formal events.

In its early days, Mango Teen was marketed through the online channel in around 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 with offerings in the Kids stores in Calle Goya in Madrid and the Westfield Glòries shopping centre in Barcelona, and opened the 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. At the close of the year, Mango Kids and Teen recorded a growth of close to 20% in turnover and accounted for 8% of group sales.

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Recently, Mango Teen has expanded internationally with the opening of its first stand-alone store outside the Spanish market with a 230 m² store in London. In 2024, the company will also increase its capillarity in Spain with fifteen store, arriving for the first time in autonomous regions such as Galicia, Asturias and Murcia, as well as locations such as Malaga and Ibiza.

The growth of Mango Teen is part of the company's 4E 2024-2026 Strategic Plan, which was created to promote Mango's differentiated value proposition, its commitment to innovation and sustainability and to increase 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