

MANGO

Mango strengthens its presence in Madrid with a flagship store in plaza de España of more than 1,500 m², a unique design and sustainable certification



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- Today, the company opens its fourth largest store in Madrid and the second to offer the Woman, Man, Kids and Teen lines under the same roof.
- The store features an evolution of the New Med Mediterranean-inspired retail concept, which embodies the spirit and freshness of the brand, with unique elements such as a lounge area facing plaza de España and shop windows connected to the entrance atrium, opening the store towards the city.
- As part of Mango's commitment to sustainability, the store is in a BREEAM-certified building with various elements such as local natural stone, display tables made from textile waste and CO₂-absorbing paint, among others.
- This 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 its existing stores and in its online channel.
- Mango has 18 stores in Madrid and closed 2023 with 386 stores in Spain, as well as an online presence through its own e-commerce and third-party platforms.

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Mango, one of Europe's leading fashion groups, is gaining capillarity in Spain and consolidating its presence in Madrid with the opening of a flagship store in plaza de España. Coinciding with its 40th anniversary year, today the company opens its fourth-largest store in the capital, which is also located in a BREEAM-certified building.

The opening of this flagship store is part of Mango's 4E 2024-2026 Strategic Plan, which aims to promote the company's differentiated value proposition, the commitment to innovation and sustainability and the boost of sales through major expansion of its stores and the growth of all its lines and channels.

The new store, with a selling surface of more than 1,500m² distributed over three floors, sells Woman, Man, Kids and Teen products, making it the second store in the country, after the one in Serrano, to have all four lines under one roof. The store also features an evolution of the Mediterranean-inspired retail concept New Med, 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. As a new feature, the store has a lounge area on the first floor facing plaza de España. In addition, the cash desk on the ground floor is made of Sepúlveda pink stone and the shop windows are connected to the entrance atrium, opening the store towards the city.

The store also has large, functional fitting rooms with adaptable lights, a specific *click & collect* area for collecting and returning orders and a personal consultancy service to advise customers on their choice of garments. The store also incorporates the latest technologies and innovations available, such as RFID, e-receipts and online stock sales from the physical store to enhance the customer experience.

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As part of Mango's commitment to sustainability and energy efficiency, the store is in a BREEAM-certified building and has adopted multiple measures aligned with this prestigious accreditation. Among other features, the point of sale has renewable energy, an energy monitoring system, high-efficiency LED lighting, water-efficient sanitary appliances and leak detection and monitoring systems to optimise water use

Mango has also opted for long-lasting materials that are easy to maintain in order to extend the store's useful life. The key one is local natural stone, extracted and manufactured 160km away from the store, thus reducing the carbon footprint associated with transport and supporting the local economy. The use of this material accounts for more than 60% of the flooring and about 45% of the wall cladding. In addition, residual stone cutting dust has been used to create other decorative wall finishes.

Furthermore, the display tables have been made with a material derived from textile waste created by Mango and the paint used absorbs CO₂. The store has absorbed 140kg of CO₂ and since 2023, thanks to the application of this paint in Mango's stores and headquarters, 1650 kg of CO₂ have been absorbed.

Mango in Madrid and Spain

Mango opened its first store 40 years ago in Barcelona in 1984 at number 65 Passeig de Gracia. Four years later it arrived in Madrid, where it currently has a total of 18 stores and a selling space of 14,700m² that houses all the brand's lines: Woman, Man, Kids, Teen and Home.

Last year Mango opened more than fifteen stores and continued with the renovation of its network with fifteen refurbishments. Some of the most relevant were the opening in the Caleido shopping centre, in the heart of Madrid's financial district, and the refurbishment of the flagship store at number 70 Fuencarral. At the end of the year, the Spanish market accounted for 20% of total sales and Mango had 386 stores in the country, in addition to an online presence through its own online channel and other marketplaces.

In 2024, Mango is planning thirty store openings in Spain and fifteen refurbishments. Many of the store openings involve the expansion of the company's youth line, Mango Teen. The fifteen new stores planned for this year include the arrival of the line for the first time in Ibiza, Malaga, Vigo, Oviedo and Murcia, as well as an increased presence in Bilbao, Seville and Barcelona, at number 65 Passeig de Gracia. The premises, where Isak Andic opened the first Mango store in 1984 and which until now has been a Mango Woman outlet, has been converted to house an exclusive Mango Teen store with a sales area of 400 m².

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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 more than 3,1 billion euros, with 33% of its business coming from the online channel and with a presence in more than 115 markets. More information at mangofashiongroup.com.