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Mango strengthens its online business with a new e-commerce Executive Director and the opening of 12 new markets



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- Mango appoints Marlies Hersbach, currently International Retail Director for Mango in France, as the new e-commerce Executive Director to continue to drive its online channel and help achieve the objectives set out in its 2024-2026 Strategic Plan.
- Mango, a pioneer in Europe with the launch of e-commerce in 2000, is expanding its online channel by entering 12 new countries, principally located in Africa.
- Mango is introducing its ecommerce to 12 countries, including Angola, Belize, Brunei, Gabon, Gambia, Equatorial Guinea, Honduras, Laos, Mongolia, New Zealand, Papua New Guinea and Togo, for a total international presence of more than 120 markets worldwide.
- Mango's online business accelerated its growth in 2023, exceeding 1 billion euros in revenue for the first time, representing 33% of total group revenue.

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Mango, one of Europe's leading fashion groups, today announced the company is strengthening the growth of its online business by entering 12 new markets, principally located in Africa. The company has started to operate online in 12 countries, including Angola, Belize, Brunei, Equatorial Guinea, Gabon, Gambia, Honduras, Laos, Mongolia, New Zealand, Papua New Guinea and Togo, and now has an international presence in more than 120 markets worldwide.

Elena Carasso, Mango's Online and Customer Director, commented, "Mango's entry into 12 new countries reinforces its international presence and brings our value proposition and passion for fashion to new markets. Since the creation of our online channel, our aim has always been to reach the whole world in order to be closer to our customers. Today, almost 25 years after our ecommerce launch, we are present in more than 120 markets worldwide, with an online selling channel available in 25 languages."

Mango is one of Europe's fashion companies with the highest penetration of the online channel in its business. A pioneer since its origins, the company created its website in 1996 to make the brand known worldwide and, later, in 2000, it launched its e-commerce, ten years before its competitors, making it one of the first fashion companies to begin online commerce in Europe.

During the 2023 financial year, Mango's online business accelerated its growth, exceeding 1 billion euros in revenue for the first time, representing 33% of total group revenue.

Marlies Hersbach, new e-commerce Executive Director at Mango

Mango also announced the appointment of Marlies Hersbach as the e-commerce Executive Director, effective September 2nd. With deep experience in the sector, Hersbach will be responsible for developing, leading and executing the company's online business strategy, reporting directly to Elena Carasso, Online and Customer Director and member of the Steering Committee.

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Hersbach previously served as Mango's International Retail Director for France, supervising the store strategy for the French market. Yann Bayon, current Regional Retail Manager of Paris region, will now serve at the International Retail Director for France.

The appointment of Marlies Hersbach is part of the company's 2024-2026 Strategic Plan, which aims to reach revenues of more than 4 billion euros by 2026. This roadmap forecasts a strong growth in sales in the stores, but also in its online channel, a strategic pillar for Mango. By focusing on technological development, data management, artificial intelligence and operational excellence, Mango will drive value creation.

Prior to joining Mango in 2022 as International Retail Director for France, Hersbach held various e-commerce positions at companies in the fashion industry, including Kiabi and Pimkie. Hersbach has a degree in French Language and Culture and a specialization in Intercultural Communication from the University of Utrecht.

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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 120 markets. More information at mangofashiongroup.com.