

MANGO

Mango boosts its value proposition with the new release of the premium Selection collection



MANGO

- Mango launches its first proposal for this autumn/winter, designed for the return to city life, and which stands out for its high-quality fabrics, ranging from pure wool to cashmere, silk and leather.
- The new collection reinforces the Elevate pillar of the 2024-26 Strategic Plan, which focuses on promoting a differential value proposition in all lines through aspirationalism, quality and a unique style designed in Barcelona.

BARCELONA,

12 SEPTEMBER 2024

Mango, one of Europe's leading groups in the fashion industry, presents its first proposal for this autumn/winter with a new instalment of its premium Selection collection, designed for the return to city life. Through everyday elegance, the new collection stands out for its versatile garments with personality to create special looks that are at the same time easy to wear, and for its high-quality fabrics, ranging from pure wool to *cashmere*, silk and leather.

The new collection reinforces the Elevate lever of the 2024-26 Strategic Plan, which focuses on promoting a differential value proposition in all lines through aspirationalism, quality and a unique style designed in Barcelona, with excellent customer service. The Strategic Plan was presented last March and aims to reach a turnover of over 4 billion euros by 2026.

"The Mango customer has always sought a trendy and quality product, while also being special. For this reason, each of our garments are designed in Barcelona, at our headquarters, where we work like a fashion atelier and where a team of more than 500 people designs, creates patterns, and manufactures the garments. Our creative and design process combines the artisanal with the innovative and technological to offer our customers the latest trends through high-quality products with more sustainable materials," stated Luis Casacuberta, Director of Product and Sustainability at Mango.

Selection's new collection, made up of all kinds of garments designed for the return to city life that offers an infinite number of plans, enhances the fluidity of modern life with pieces that adapt effortlessly to the different scenarios of everyday life. More than just for a 9am to 5pm office schedule, the collection offers looks designed for a 24/7 world. From a slip dress, which can be worn to run errands by toning it down or toning it up to wear to a dinner party, to trousers that can be worn for the office as well as for a stroll and a coffee break, just by changing the shoes.

Selection's launch campaign, which sees the light of day today, starred model Mica Argañaraz on the streets of London. Danish stylist Alex Carl also participated in the campaign, bringing her characteristic look to construct different looks for a contemporary woman who constantly mixes masculine and feminine references.

As part of Mango's commitment to the quality of the garments in its collections, fabrics - from pure wool to cashmere, silk and leather - are the true stars of the new Selection collection, which is made up of classics with contemporary cuts and carefully crafted tailoring. In addition, elevated tailoring and 60s-inspired silhouettes define the new Selection collection, which offers the perfect balance between timelessness and trend. Outerwear, which becomes the most sought-after garment in each Selection release, comes in wraparound cocoon silhouettes in leather or wool - with a long green fur coat as the star - or in more structured fits that cinch the waist.

The rest of the collection includes a good selection of shirts, with special details such as long bows. There is also a wide choice of dresses, from delicate lingerie dresses to mini or strapless dresses with a large volume in the skirt. Trousers, ranging from denim to capri in leather or *fuseau*, can be used to create looks based on overlays. Finally, the accessories complete the collection with various footwear proposals, such as high boots, loafers and mules with pointed toes, as well as bags, which have been designed for every moment of the day.

MANGO

A design process made in Barcelona

Since its inception, Mango has placed creativity and design at the centre of all its decisions, with pieces that seek differentiation with their own language. The company has its own design proposal and a quality positioning superior to that of its competitors.

A team of more than 500 people in the product area designs Mango garments in Barcelona, in the Hangar Design Centre. Each year Mango creates two large, coherent global collections based on moments and occasions and renews its offer with new product capsules periodically to offer customers the latest trends.

Each year, the company designs more than 18,000 garments and accessories at its Barcelona headquarters that are distributed around the world. Each garment, meticulously crafted, requires an average creation time of between 7 and 8 months from the beginning of the design process until it reaches the store.

For more 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 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