Mango expands in France, home line lands in US

By Triana Alonso - April 7, 2022

The Spanish label continues to expand into international markets. As part of its diversification in the United States, Mango is launching its Home division in the country. This venture represents the first introduction of the brand’s home and décor line outside of European borders. The label has also announced its plans to expand within the French market.

As reported by the company led by Toni Ruiz on Wednesday, April 6, its entry into the American market is being executed by offering its line of textile products meant for bedrooms, living rooms, bathrooms, kitchens, and dining rooms in its U.S. website, as well as a number of other home décor items.

"The entry into the U.S. home decoration market is a significant step in advancing our business diversification strategy, while reinforcing our international expansion plan in one of the most strategic markets for the company," said Laura Vila, managing director of Mango Home.

The Spanish company's home products will now be distributed in a total of 32 markets following this landing, including Spain, France, Germany, the United Kingdom, Portugal, Italy and Belgium, where the products are primarily sold through its online store. In 2021, the channel accounted for 42% of the Barcelona-based company's total sales.

As detailed in a press release, the company's plans for Mango Home in 2022 include the consolidation of the line in markets where it is already present, therefore in Europe and the United States. In the domestic market, the most profitable to date for the home division launched in 2021, the line will launch corners in several of the brand's stores. In parallel, the company intends to "increase the weight of sustainable items manufactured in local markets in its collection". As of today, 65% of Mango Home’s nearly one thousand items are manufactured in local areas. Mango assures that 80% of this collection "is considered sustainable".
Founded in Barcelona in 1984, Mango closed the last financial year with a 21.3 % growth in turnover to 2234 million euros. Currently present in 110 international markets, the Catalan brand intends to strengthen its expansion plan in the U.S. market, where it has been present since 2006, over the next two years. In the first half of the year, the company plans to open a 2,100-square-meter flagship store on New York's Fifth Avenue. Since signing an agreement with Macy's in 2019 to "accelerate online growth," the firm has upped the pace in the U.S. market. Last year, Mango launched four new stores in various shopping malls in New Jersey, New York and Florida.

France: a prime target

When contacted by FashionNetwork.com, the Spanish brand stated that it has set "new goals in France as part of its international expansion strategy". Considered as one of its main markets, the country had 223 points of sale at the end of last year, 111 monobrand stores, and 112 franchises. Over 15% of the stores are located in Paris.

Mango aims to increase this figure to 300 points of sale by 2025, a total of 77 more than at the end of 2021. This year, the company plans to launch around 20 points of sale in France. This includes the opening of a store in the center of Reims, as well as three stores in Colmar, Orange and in the Les Atlantides mall in Tours.

In line with this expansion, the brand will invest 3.5 million euros in the coming months to refurbish three of its large stores. The initiative, which is part of a plan to revamp Mango's network of stores in France, will kick off in the French capital. The remodeling of its Opéra district store, located at 54 rue Haussmann, as well as its stores in rue de Rivoli and Saint Lazare train station, will introduce its Mediterranean interior design concept in France for the first time. Through these renovations, the brand seeks to integrate its Man and Kids lines and "improve the customer experience".

The company, which employs 1,600 people in France, also hopes to increase its presence in select cities through its existing partnerships with retailers like Galeries Lafayette.

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