Mango in major global expansion for Kids chain, also adds new Teen stores

By Sandra Halliday - 28 June 2022

Mango is putting major support behind its kids’ and young adults’ offer with new stores under the Mango Kids banner and also the rollout of a new Mango Teen chain.

The Spanish fashion giant’s children’s line increased its sales by 60% last year compared to pre-pandemic 2019 and is forecasting “record” sales this year, with a turnover of €200 million+. If achieved, this would double the turnover of just two years ago.

To help with this target, the Kids chain will see 14 new store openings by year-end bringing its global total to 450 in 80 countries. It will also implement Kids Lab, “a total refurbishment of the furniture and layout in stores, in order to display products in a different way and better suit the needs of its customers”. This comes after an initial successful test in Paris on Boulevard Haussmann and will be applied to all new openings from September.

Kids Lab will also include a refurbishment of the layout and design of the fitting rooms, with more open spaces.

NEW TARGET MARKET

Meanwhile, the new Mango Teen adolescent-focused banner comes after the company opened the first permanent store globally under the concept in Barcelona this month. It's expecting to open 11 in total in its domestic Spanish market this year and to begin international expansion of the concept in 2023, as well as adding more in Spain.

Berta Moral, Director of Mango Kids and Teen, said: “The transformation of our stores is part of our obligation as a company to adapt to the constant changes that occur in our industry, and to a target market with different needs to adults: children. We want to offer our customers added value in their in-store shopping experience”.

Mango
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The addition of Mango Teen is an important step in the company’s turnaround programme as it targets new consumers (and hopefully holds on to them as they grow up and transition to the adults’ offer).

This month’s debut in Barcelona — in the Westfield La Maquinista shopping centre — saw it opening in a selling space of over 100 square metres.

Next will come a new Teen store in the Aragonia shopping centre (Zaragoza), in June, and another in Platja d’Aro (Girona) in July. In August, it will open in the Westfield Glòries shopping centre (Barcelona) and from September to year-end, it will open seven new stores in cities including Bilbao, San Sebastian, Barcelona and Santa Cruz de Tenerife.

The company has already tested the Teen concept with pop-up stores last year in several Spanish cities. It said that “the positive experience of the pop-up stores has led Mango to take the next step with the creation of Mango Teen standalone stores, conceived as a leisure point for youngsters and as a meeting place where they can socialise and enjoy a unique shopping experience”.

As for the product available in those stores, it comprises 800 different models, including accessories, 85% of which are aimed at the female market. A new drop will be seen every fortnight “in order to renew its product offer constantly and adapt to the immediacy and current needs of its customers”.

Launched in 2013, Mango Kids currently offers 2,500+ clothing and footwear styles, with an average price of €16 per item. As many as 95% of Mango Kids and Teen are under the Commited label, which includes all of the firm's environmentally-friendly items.

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