Mango adds Rituals beauty products to its online store

By Marion Deslandes · May 26, 2022

Mango is continuing to welcome third-party brands to its online store. After partnering with Intimissimi in 2021, the Spanish fashion retailer has signed a deal with Dutch cosmetics brand Rituals. Its beauty products are now listed on Mango's Spain e-commerce site and will extend into other European markets within six months.

By offering other brands on its e-shop, the clothing retailer intends to better satisfy the needs of its customers within a single point-of-sale. 150 Rituals products, ranging from bath and shower, body care, skin care, and gift sets, are now listed in a new 'wellness' tab on Mango's website. The number of items available are to increase in the coming months.

In the fall of 2021, Mango began to diversify by integrating the Italian brand Intimissimi's lingerie pieces into its online product offering in Spain, France and the Netherlands. The company led by Toni Ruiz will actually expand this partnership to seven new countries this year, including Germany, Sweden and Belgium.

The Spanish retailer founded in 1984 has already stated its intention to forge links with other third-party brands that complement its range of clothing, in order to further boost its online business. Its online sales reached 942 million euros in 2021, or 42% of its overall activity, while this rate reached "only" 24% in 2019.

Mango is not the only major clothing retail chain to have diversified. H&M has also been testing this concept since March in Sweden and Germany, while in France, Sarenza's website is planning on doing so this year.

Despite its online presence, Mango has not abandoned its physical activity. It opened its first flagship in New York in May, marking its entry into the U.S. market with great fanfare. About thirty stores are scheduled to open in the country over the next three years.

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