



## MANGO ENTERS THE METAVERSE WITH THREE NFT ART WORKS

- From today, the company will participate in the Decentraland Metaverse Fashion Week, where it will also showcase its first three wearables
- Mango reaffirms its commitment to digital innovation and strengthens its distribution channel ecosystem

BARCELONA, 24 MARCH, 2022 – Mango, one of Europe's largest fashion groups, is entering the metaverse through art. With culture as one of its brand values, the company is entering the NFT market by launching three unique art works co-created with crypto artist Farkas. From today, the three pieces will be exhibited within the Museum District of Decentraland, as part of the first edition of the Metaverse Fashion Week.

Along with Farkas, an Argentine-Hungarian artist based in Buenos Aires, Mango will exhibit the pieces *Mango Metagirl*, *Mango Ad Astra* and *Hanna in the Clouds* for a month. The three unique art works are inspired by the brand's garments (Lupi, Cinema and Mónica models, respectively) and aim to project the metaverse into the future and the artist's own vision.

"*Mango Metagirl* is inspired by the concepts of self-confidence and freedom. In the metaverse you can be whatever you want, but the Mango girl trusts herself and presents herself as she is in real life", explained Farkas. "*Mango Ad Astra*, on the other hand, represents the path to the future of the woman starring in the piece, while *Hanna in the Clouds* conveys that the metaverse may be totally customised", added the artist.

The three NFTs created by Farkas for Mango will be exhibited at the coordinates 13.82 in the Museum District of Decentraland, where Mango will have its own area in which it will reproduce a museum. It is an open space, circular in shape and with columns, which will allow the three framed art works to be displayed.

Likewise, the three NFTs will be uploaded to the OpenSea platform, one of the main marketplaces for non-fungible tokens, by using blockchain technology, but they will not go on sale. For the development of the pieces, the artist used technological tools such as the free software Blender and he has collaborated with Mango's technology and 3D product design teams.

### **The first three wearables**

In addition to the three art works, Mango will also launch its first three wearables to commemorate the Metaverse Fashion Week. The first one, in which Farkas also collaborated, will be a virtual reproduction of the Lupi dress, which reflects the Mediterranean values and culture that characterise Mango. This NFT will not go on sale, but it will become part of the company's historical catalogue.

The group will also create two t-shirt NFTs (man and woman models) to commemorate the first edition of the Metaverse Fashion Week, considered as collectibles. 50 units of both man and woman models will be created: 49 of them will be given away to virtual event attendees and one will remain as property of the company.

Mango's entry into the virtual environment of the metaverse represents a step further in strengthening the ecosystem of channels and partners on which Mango's business model is based. It also reaffirms the company's commitment to digital innovation and exploring new customer channels.

Jordi Àlex, Director of Technology, Data, Privacy and Security at Mango, points out that "Mango's development in the metaverse environment is yet another example of the company's innovative character and its strategy based on constant innovation. We have created a specific team dedicated to the development of digital content, where new professionals will be joining in the coming months, in order to develop new projects in the future that will allow us to add the virtual environment to the digital and physical environments in our channel ecosystem".

### **About the Metaverse Fashion Week**

The Metaverse Fashion Week (MVFW) is a global fashion event taking place from 24-27 March virtually on Decentraland, a VR-oriented metaverse platform. Considered the virtual version of the great Fashion Week, in this first edition leading brands will present their NFT fashion collections in virtual catwalks and shopping experiences, in addition to organising a wide variety of parallel events and activities.

## About the artist

Luis “Lajos” Arregui Henk, artistically known as Farkas, is an Argentine-Hungarian crypto-artist based in Buenos Aires. Attracted to nature and the countryside, Farkas has co-created, together with Mango, three unique NFT art works inspired by the brand's garments, as well as the company's first wearables.

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*Mango is one of Europe's leading fashion companies, with design, creativity, and technology at the centre of its business model, and a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2021 with a turnover of 2.234 billion euros, with 42% of its business originating from its online channel and with a presence in over 110 markets. More information on: [www.mango.com](http://www.mango.com)*

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