

Fashion and cars, connected worlds

- / Designers at SEAT and MANGO get together to create the new Mii by MANGO, a special edition of the city car
- / The result is an urban utility vehicle with trend-setting colours, fabrics and finishes

Martorell, 27/02/2014.– A designer’s workshop is very different from a car manufacturing plant. They are two apparently divergent worlds. But why not merge the passion for design in both spheres so as to drive a car with the latest in technology coupled with the latest in colours, fabrics and finishes? With this aim in the mind the MANGO fashion firm and SEAT have reached an agreement to create the new Mii by MANGO, a special edition of the Spanish brand’s city car. The fashion world merges with the automotive world so as to take the latest trends to a car.

Both brands have taken the city of Barcelona as their inspiration. This city on the Mediterranean is fast becoming an international innovation centre. According to a recently-published report by Ernst & Young, Barcelona is one of the world’s top ten cities in attracting international investment projects. The most highly appreciated aspects are its quality of life and qualifications of its human capital.

In the eyes of both SEAT and MANGO, Barcelona is synonymous with accessible, international, cosmopolitan, vanguard, multicultural, a city that lives design and offers quality. These attributes define the spirit of both brands, and have been very much to the forefront when creating the new SEAT Mii by Mango.

“The fashion and automotive worlds have different design processes, but are very parallel at the same time”, highlights Alejandro Mesonero-Romanos, head of design at SEAT. He adds that designers are **“sponges that soak up everything around them so as to distil it in a product”**. MANGO’s head of image Frans Bonet adds that for its agreement with SEAT, the paramount aim was that the car’s **“materials, colours and finishes”** should transmit **“dynamism, modernity and youth”**.

The result of this joint creative process has been the birth of a trend-setting, young city car. The new SEAT Mii by MANGO offers colours like glam beige, black and grey, with an eye-catching interior and exterior. Available in 3- and 5-door versions, this new car gives a wink to the female market, adding a hook for bags and mirror in the driver’s sunshade, as well as other accessories.



SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in more than 75 countries. In 2013 SEAT worldwide sales amounted to 355,000 units.

SEAT Group employs 14,000 professionals at its three production centres in Barcelona – Zona Franca, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the Toledo in Mladá Boleslav (Czech Republic) at Volkswagen Group plants.

The Spanish multinational also has a Technical Center, a 'knowledge hub', bringing together close to 1,000 engineers whose goal is to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO2 emissions, energy efficiency, as well as recycling and re-use of resources.

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