

mango-man-casper-ruud-global-ambassador-essentials Man Taps Casper Ruud as Global Ambassador

Published on 24 Sep 2025 | By IFI Correspondent



Mango Man has chosen **Casper Ruud**, Norwegian pro tennis player, as its new global ambassador. Ruud will represent the brand in its Autumn/Winter 2025 “Essentials” collection campaign.

Ruud ranks among the top global tennis players, known for calm composure, precise play and consistent performance on-court.

Mango says this collaboration reflects their “Craft Your Own Story” philosophy. Thus the message encourages individuals to experiment and display different facets of personal style. Ruud’s on-court demeanor – disciplined, elegant, composed – aligns with their design values of durability, simplicity and refinement.

What the Essentials Collection Offers

The Essentials line is Mango Man’s flagship menswear offering. It features staple garments: coats, jumpers, jackets, trousers, and tailoring.

Colour palette leans neutral: black, grey, white, and light brown shades dominate. Every piece is designed for versatility and interchangeability so wearers can mix and match.

The design team drew inspiration from Ruud’s control and consistency in tennis. Fabrics and tailoring aim for both style and functionality.

Strategic Significance

This appointment comes under Mango’s 2024-26 Strategic Plan, especially the “Elevate” lever. The “Elevate” strategy emphasizes aspirational products, better quality, in-house design, and stronger brand positioning.

Mango Man has been growing its global footprint. It already has over **560** points of sale in more than **90** countries. Its online presence spans over **80** markets.

In the UK, Mango Man also opened its first standalone store this year in Westfield London, showing serious investment in menswear.

Past Ambassadors

Mango Man has a history of selecting high profile personalities as brand ambassadors. Finally previous names include Antoine Griezmann, Gerard Piqué, Zinedine Zidane, and Adrien Brody.

The aim has been to combine sport, culture and style in a way that resonates with customers seeking both substance and identity in their wardrobe.

Customers can expect campaign visuals featuring Ruud in versatile neutral pieces. Therefore clothes are designed to adapt to different daily settings: casual, semi-formal or relaxed wear. Pricing, availability and retail reach will benefit from Mango’s global network.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.