

**Nr. and Title**

U 067

# Yomango

**Location**

Spain

**Users**

Citizens

**Maintained by**

Yomango

**Duration**

2002 - ongoing

**Category**

politics, economy

**Initiator(s)**

Yomango

**Description**

In Spanish slang, "yo mango" means "I steal." The project represents a sort of "shoplifting movement" that originated in Barcelona, as a parody of the wildly popular MANGO clothing line, to promote direct action against global brands.

**Goals**

To promote "ethical shoplifting," returning to the people what the transnationals have stolen (labor, time, ideas, lives). To appropriate the idea of "branding" in order to celebrate anti-consumerist lifestyle and direct action.

**Beneficial outcomes**

Franchises of the movement have recently sprung up in countries including Argentina, Chile, Mexico and Germany, transforming hidden non-cooperation with consumerism into direct anti-capitalist action.

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