

LOREAK
MENDIAN

SS22

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BRAND STRATEGY

1

1995 CULTURE MUSIC GRAPHIC DESIGN LOCAL ROOTS

Loreak Mendian is a firm that appears at the beginning of the 90s, within the world of graffiti and club culture in San Sebastian.

The emblematic Margarita logo began to appear in the bathrooms of some of the city's music venues and little by little it began to be engraved in the minds of many of the people who went to these clubs.

Thus, in 1995, the first Loreak Mendian shop opened in the old part of the city, where, as well as being a shop, it was also a place of pilgrimage for DJs and music fans to buy their vinyls in the small anteroom that preceded the shop. As well as being able to buy your T-shirt with a graphic motif, you could watch it being produced, as the back room housed the brand's silk-screen printing workshop. Small local production, that's how Loreak Mendian was born on the streetwear scene. One of the first concept stores to combine a clothing shop, a vinyl shop and a screen printing workshop.

2

2004 EXPANSION COLORISM ATEMPORAL

The success was such that a few years later the brand expanded, opening a much larger shop in the city centre and expanding its collection beyond T-shirts: designing and making shirts, trousers, jackets, accessories, etc. Thus creating a brand for men and women with a careful, colourful and timeless design, being a reference in the world of streetwear and the slow fashion movement.

Over the years, Loreak Mendián achieved great success at European level, having its own shops in Spain, France and Australia and wholesale customers throughout Europe and Asia.

3

2017 CUTTING EDGE DESIGN
CARE PATTERNS
EXCELLENT MATERIALS

The brand gradually became a benchmark in the world of slow fashion brands in Spanish fashion. Creating quality garments in exceptional materials and fabrics, with a special care for well-structured patterns and an elaborate and avant-garde design.

A brand in which the image takes centre stage through powerful campaigns and lookbooks that help to reinforce the idea of fashion in constant relationship with creativity in all its aspects: garments, shops, graphic image, shootings, etc.

4

NOW SOSTENIBILIDAD
Y TECNOLOGÍA

FORM ELEVATED TO FUNCTION

Today, Loreak Mendian continues to use design and creativity as a reference point and adds and expands its knowledge of functionality and sustainability. Giving the pieces it designs a unique character and qualities and committing itself to the environment that surrounds it.

We reinterpret functionality through creativity to offer technical performance garments with a unique touch. Smart fashion that responds to our need to move, travel, dress, live the city with freedom, personality and meaning.

Promotes a smart-urban culture: reclaiming the power of design, functionality and nature to transform cities into vibrant, livable and sustainable spaces.

CREATIVE MINDSET

A CREATIVE ATTITUDE
TO DRESS OUR LIFE.
CREATIVITY TO WEAR.

ART & MUSIC

Creativity was our origin 25 years ago, it is the legacy we reinterpret and it will be the lever that will project us into the future. We apply creative thinking to our brand to enjoy, connect with our people and respond to their needs with suggestive, original and functional solutions that transform contemporary life.

FUNCTIONAL DESIGN

PERFORMANCE SOUL,
PUREST DESIGN WEAR.

DESIGN & ARCHITECTURE

We offer high quality garments based on a maxim: good design + good manufacturing. This allows us to strike the perfect balance between style and comfort, design and functionality.

TIMELESS CARE

CAREFUL AND INNOVATIVE ATTITUDE FOR A
TIMELESS STYLE. BEAUTY MADE HONEST.

ROOTS & IDENTITY

We promote honest fashion and a natural, approachable and empathetic way of being, which moves consciences in an interesting and attractive way. We believe that sustainable innovation and timeless design help us to fulfil our commitment to help us to fulfil our ethicaethical commitment to our environment.

SMART– URBAN

NEW URBAN INSPIRATION
FOR WORLD CITIZENS.
THE WORLD IS OUR HOME.

MOBILITY & SUSTAINABILITY

There is a smart way to live in cities. Loreak Mendian speaks from a city on the coast of the Cantabrian Sea, surrounded by nature and nourished by its confluence of cultural currents. A vital, bustling space, where there is room for enjoyment and human contact. A responsible city that consumes intelligently, be it fashion, gastronomy, culture...



TS

THE TRENDSETTER

+sophisticated

They wants the latest, the best, an aesthetic that sets them apart and distinguishes and identifies them.

WHO ARE THEY

- High purchasing power.
- Liberal profession with free time.
- Belongs (or pretends to belong) to the elite.
- Influencer, a reference in your field.
- Modern, courageous and exclusive.
- Fit, well-groomed, athletic.



SW

THE SMARTWATCH

+technical

They want tangible benefits, functionality and quality, but with pleasure. They also want technical data and specialist language.

WHO ARE THEY

- High purchasing power.
- Well-positioned professional.
- Demanding pace of life.
- Highly mobile, frequent traveller.
- Elegant, well-groomed, efficient.
- Sport whenever possible.



SF

THE SOULFINDER

+motivational

They want the brand to be in line with your their values and philosophy. A commitment, both fot the brand and fot him/her.

WHO ARE THEY

- Medium-high purchasing power.
- Comfortable (non-priority work).
- Restless, committed and curious mind.
- Cosmopolitan, traveller, original.
- Tribal, identitarian, creative.
- Sport for body&mind.

EDGE APPAREL SERIES

2nd and 3rd layers.

Outer garments in which the group’s own technologies such as Shelltec, Warmshell, Microshell or Windshell will be put into practice, incorporating features such as elasticity, waterproofing, breathability, thermoregulation or quick drying. Insulators such as Lavalan’s animal-friendly wool or Neokdun’s recycled feather will make it a pioneering product line within the brand in terms of functionality and sustainability.

With these values, Edge Apparel Series, becomes the winter technological line within Loreak Mendant.

EVERYDAY

1st, 2nd and 3rd layers.

Clothes for everyday wear. To dress comfortably and timeless but with a vibrant and creative touch. Pieces that can make us feel comfortable both in an office day and on a Organic cotton and PFC Free treatments enter with force in the most classic line of the brand, in order to the Loreak Mendant user with the functionality and sustainability that creative garments require.

FLITE

1st, 2nd and 3rd layers.

Flite was created as a lightweight, mid-season line, that provides seeking protection against the wind, rain and cold, but also cold weather. We look for freedom of movement, garments that that can be easily stowed in suitcases and backpacks, as well as allowing us to move easily when it comes to transporting us around the city, either on foot, on skateboard, etc., providing that elasticity and lightness of movement that we need so much in our smart-urban life.

ACCESSORIES

Accessories.

Line that will include all those supplementary pieces that will complement the looks in their aesthetics and reinforce the concepts of functionality. and technology in the brand.

Loreak Mendian LAB

1st, 2nd and 3rd layers.

For the first time in its history, Loreak Mendian will have an ideas lab. A segment of the collection from which will emerge new technologies and unique projects applied to garments such as RedCycle, WearCycle, as well as possible collaborations with brands and projects that will make the company’s character even more emphatic if possible.

DOT

Creativity is what transforms cities and the way we have to live in them.

At Loreak Mendian we want the DOT to be that creativity, a graphic resource that will appear across any segment of the collection, as long as it adds value to the garment.

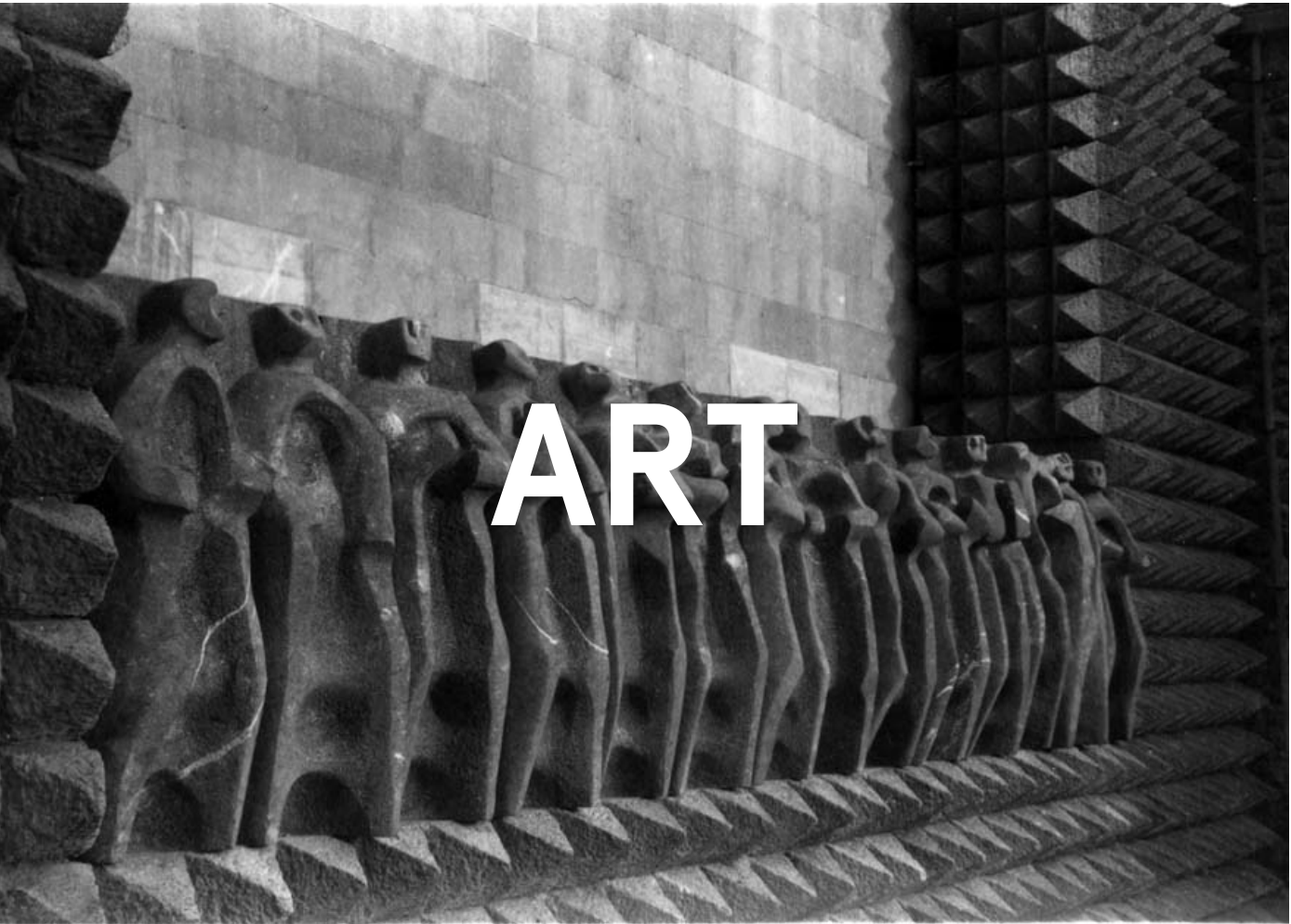


GRAPHIC LOGOS

The logos and graphic
resources of the the collection
will be inspired brand values:

ART & MUSIC
DESIGN & ARCHITECTURE
ROOTS & IDENTITY
MOBILITY & SUSTAINABILITY







Loreak Mendián is a brand that has always surrounded itself with good friends. In addition to collaborating with local producers who shared its vision of internationalising local culture, it has also done so with world-renowned firms.

OTHER COLLABORATIONS

Sonar Music Festival

BBK Live

Apolo Barcelona

Sigur Ros

Vans

Pointer

Camper

Manhattan Portage

Boinas Elósegui

Blami

Surfilm Festibal

Dock of The Bay

Stua



FORM ELEVATED TO FUNCTION

For work & urban life

CREATIVE MINDSET

ART & MUSIC

Music:
Lev Fest, DGTL, Belako, Dantz

Art:
Hyeres festival, Macba, SXSW,
Chillida Leku

FUNCTIONAL DESIGN

DESIGN & ARCHITECTURE

Design:
Hyeres festival, IED, Filippa K, Dieter
Rams, La Mono

Architecture:
Vitra, RCR Arquitectes

TIMELESS CARE

ROOTS & IDENTITY

Comme des Machines, Iratzoki Lizaso,
Pohorylle, Josh Niland, BCC, Etxebarri,
Azurmendi, Nomad coffee, Narisawa

SMART- URBAN

MOBILITY & SUSTAINABILITY

Travel:
Basilea, Riga, Amberes
Copenhagen, Rotterdam
Bayona, Biarritz, Burdeos

Mobility:
Teenage Engineering,
Tesla, Orbea, Brompton,
Eastpack, Beats, Ecooltra

Sustainability:
Kleen Kanteen, Hydroflask,
CBD cosmetics

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