

LOREAK  
MENDIAN



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GROUP

# CHANGE PRIORITIES



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At Ternua Group, we are keen to help the life cycle to go on turning: protect, create, move forward, return.

We have a commitment to our origins, our environment and our people. And a challenge: innovate, create a future and aspire to be better. We aim to become a leading player in sustainable technological innovation.

We believe that being original, innovative, committed and courageous is not an option, it is an attitude in which “how” matters more than “what”.

The planet isn’t an option, it’s a priority.





# TERNUA

Ternua is the brand worn by adventurous spirits who love the great outdoors and seek to connect with nature. People who recharge their energy in the open air with uniquely designed garments that are versatile and technically advanced.

A committed and sustainable brand that protects the planet and its inhabitants, reflected in a symbol that represents their relationship and the respect between them.



# LOREAK MENDIAN

We take a fresh, creative approach to offer technically advanced garments with a distinctive touch. Smart fashion that responds to our need to move, travel, dress and experience the city with freedom, personality and sense.

We espouse a smart-urban culture that harnesses the power of design, practicality and nature to transform cities into vibrant, habitable and sustainable spaces.



# ASTORE

Astore, where the singular becomes diverse and our essence goes beyond its usual ecosystem to become a symbol of universal values. Basque pelota goes back hundreds of years and its influence as a sport and cultural phenomenon, which is reflected in our collections, is recognized and shared all over the world.

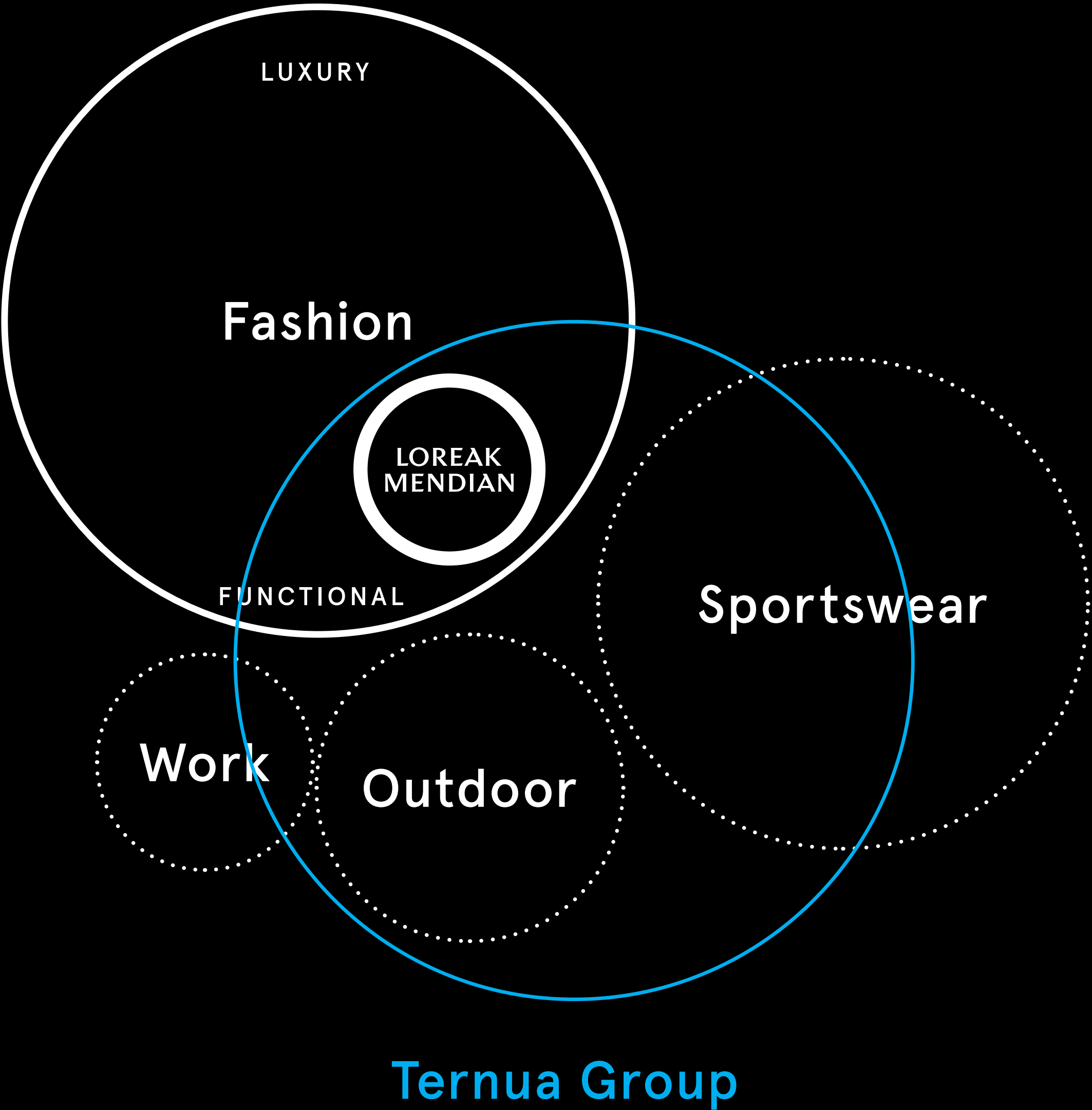
Invented in the Basque Country and exported to dozens of countries, the sport Jaialai gives us a balance between elegance and practicality, with comfortable contemporary garments that reinterpret our sporting essence in the key of Street Fashion.



# LORPEN

At Lorpen we have light feet and use them to walk the path of technological innovation in the manufacture of sports socks from a small town in the Pyrenees. And from there we go on, in the company of users and distributors: with one foot in intelligence and the other in imagination, one foot in specialization and the functional aspects of our products and the other in the mystique of working in the middle of an imposing natural landscape.

We are a brand with authenticity and determination. With roots and ideas. With our feet on the ground and our minds in the sky.



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