



LOREAK MENDIAN

BRAND STRATEGY

CHANGE PRIORITIES TERNUA GROUP

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.

Brands

Ternua



Ternua is the brand worn by adventurous spirits who love the great outdoors and seek to connect with nature.

Loreak Mendan



Multifunctional and sustainable garments and accessories for Outdoor activities, that protect the people and the planet

Astore



Functional and high quality activewear for those who value fair play in sport with a positive, healthy and honest attitude.

Lorpen

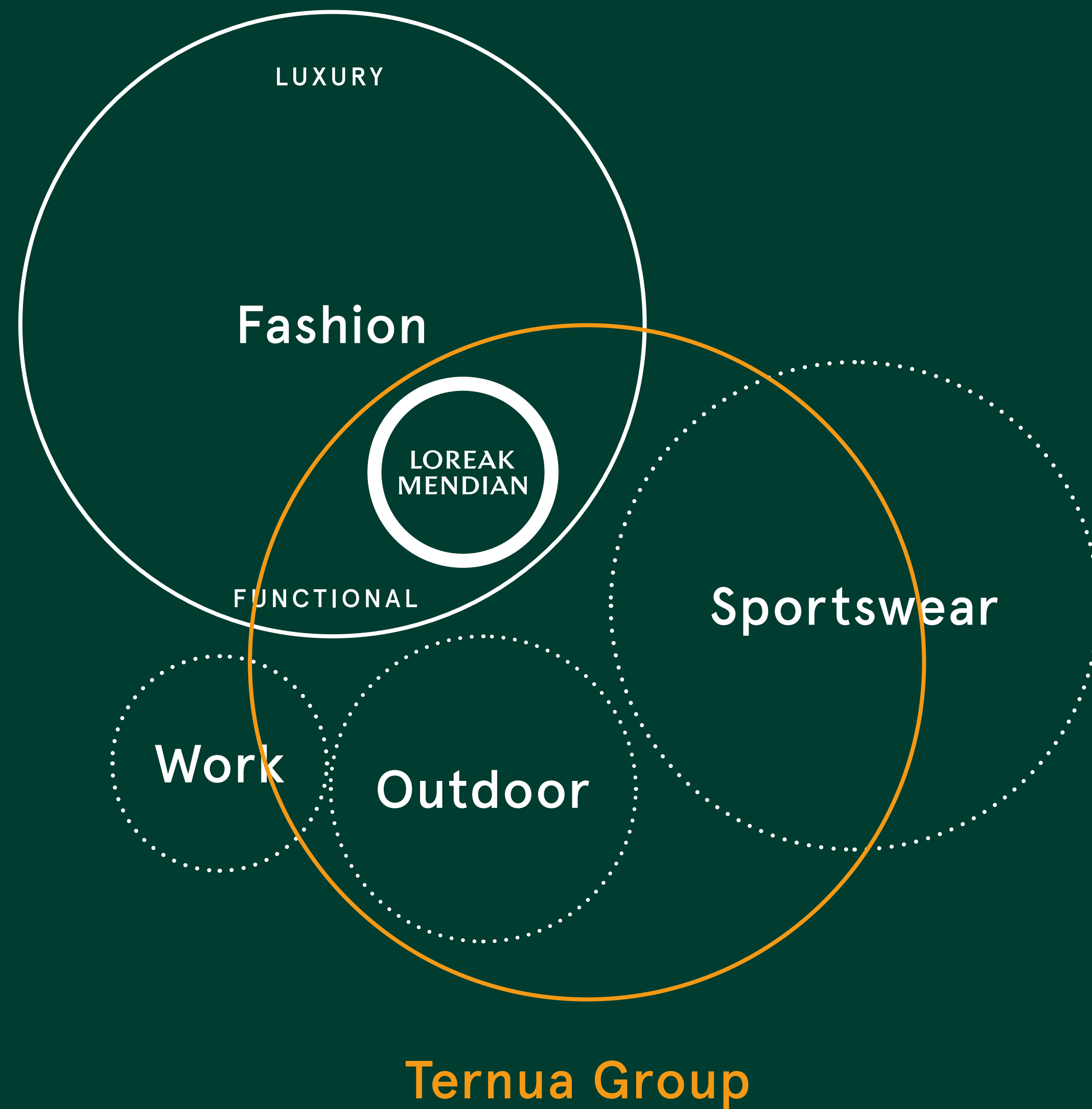


Technical socks for Outdoor activities
Engineered in the Pyrenees in a sustainable way.

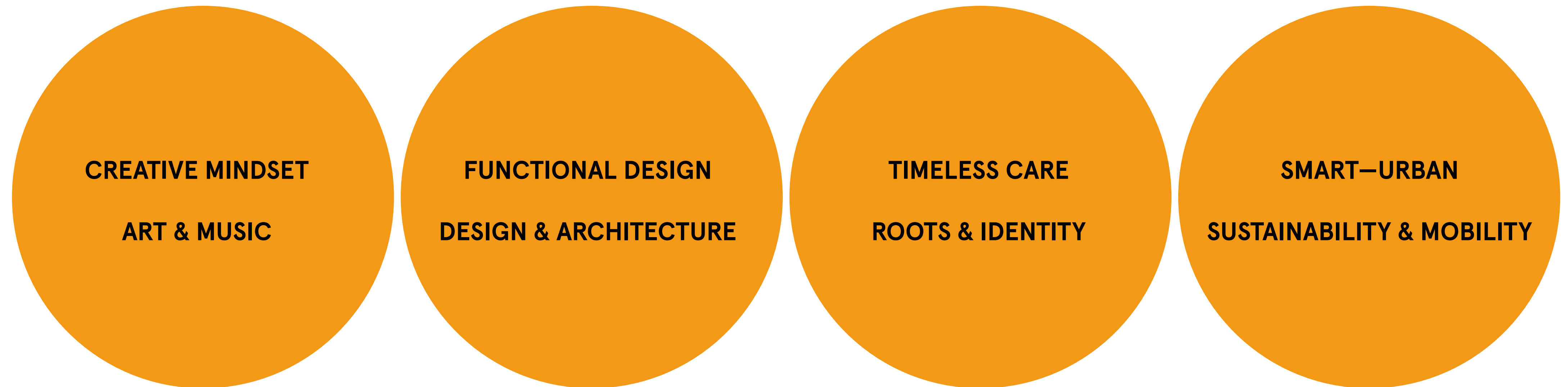
Ternua Workwear



Ternua Workwear is the brand for companies that protect their their workers continuously exposed to the outdoors.



Values



Target



TS THE TRENDSETTER

+sophisticated

You want the latest, the best,
an aesthetic that differentiates,
distinguishes and identifies you.

WHO IS IT

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



SW THE SMARTWATCH

+technical

You want tangible benefits,
functionality and quality, but with
taste. You also want technical data and
specialist language.

WHO IS IT

High purchasing power.
Well positioned professional.
Demanding pace of life.
High mobility, frequent traveler.
Elegant, well-groomed, efficient.
Sports whenever possible.



SF THE SOULFINDER

+motivator

He/she wants the brand to be aligned
with his/her values and philosophy.
An ethical commitment and a
commitment, both to the brand and to
him/her.

WHO IS IT

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

Segmentación

	EDGE	FLITE	EVERYDAY	ACCESSORIES	Loreak Mendian LAB
HYPE Modern design, exclusive, (capsules)	TRENDSETTER Design Technicality Price		SOUL FINDER TRENDSETTER Design Technicality Price	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.	For the first time in its history Loreak Mendian will have a laboratory of ideas. A segment of the collection from which will emerge new technologies and unique projects applied to garments such as RedCycle, WearCycle etc. as well as possible collaborations with brands and projects that make the character of the firm something more resounding if possible.
SMART Functional design less risky	SMARTWATCH Design Technicality Price	SMARTWATCH Design Technicality Price	SOUL FINDER TRENDSETTER Design Technicality Price		This line will be transversal in all segments and styles.
CORE Simpler design			SOUL FINDER Design Technicality Price		



The number of circles indicates the extent (units sold) of the collection and the number of gray circles indicates the degree of continuity.

Sustainability

RESPONSIBILITY

On average, more than 80% of a product's environmental impact comes from the materials used in its manufacture (textiles and other components).

COMMITMENT

Selecting the right textiles and other components is an essential element of TERNUA GROUP's environmental strategy. The goal? Long-lasting, high-performance products which are - above all else - harmless to people and the environment.

In 2007 we introduced our internal sustainable design standard. It enables us to guide and support our teams' progress in developing our COMMITMENT line of products, and is now used by all group brands.

Sustainability

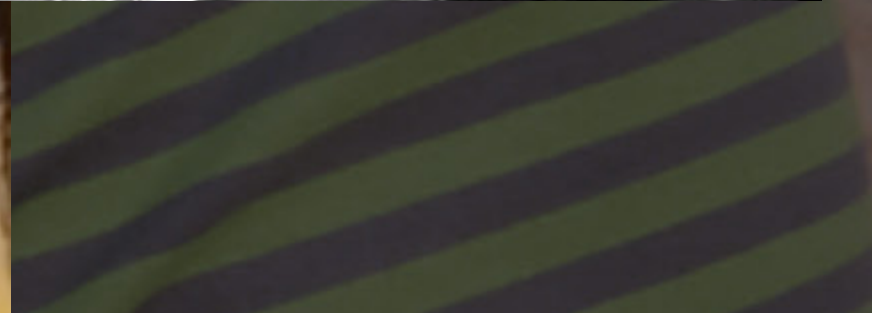
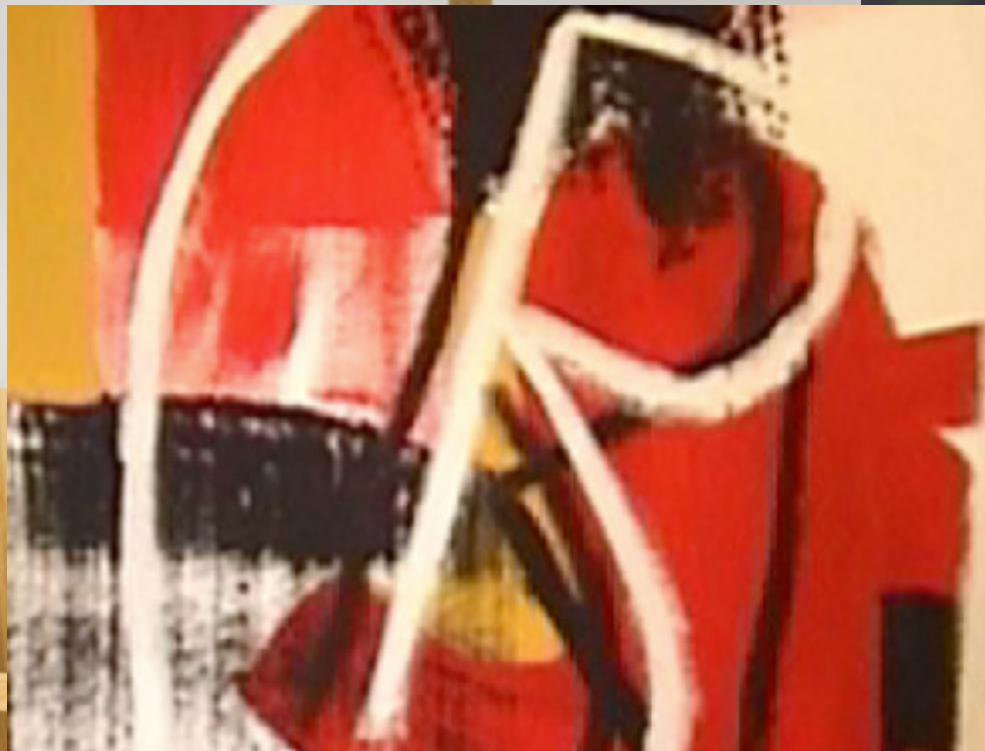


LOREAK MENDIAN

More than 25 years in the Street Wear world

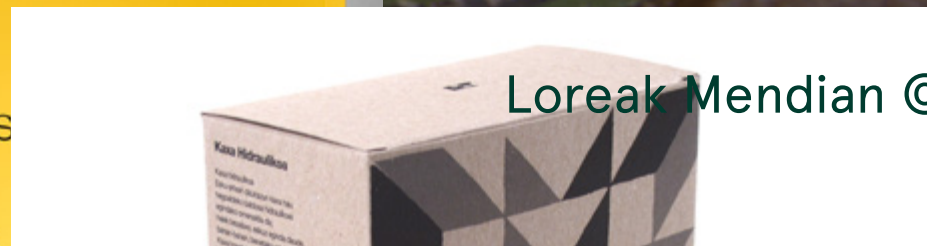
LOREAK MENDIAN

Loreak Mendian means “flowers on the mountain”. This is a brand that stays faithful to its San Sebastián roots, but looks out to the wider world. A fresh take on a 25-year-plus trajectory to transform contemporary living.

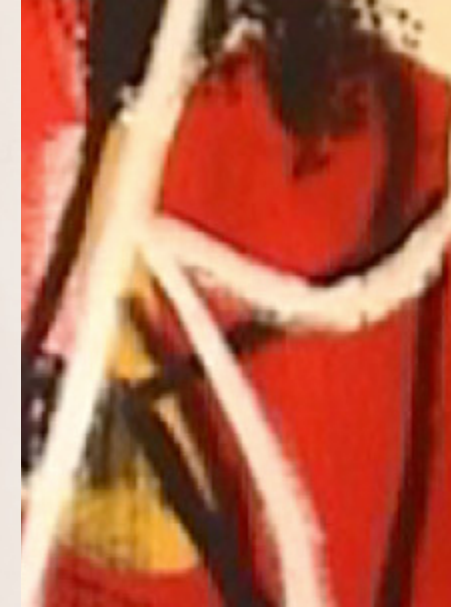


FW/21 Collection

How we are



Loreak Mendian © 2021



FW22 Collection

How we are

Loreak Mendian ©2021

25 years

Loreak Mendian was a clothing brand that was created among friends in the city of San Sebastian in 1995.

At that time, the first logo that gave the brand its name was the Margarita (a daisy). The first shop was opened in Mari Street, overlooking the port and the bay of La Concha in San Sebastian.

Little by little the brand grew and with it the collection. With this came the opening of shops: second shop in Donosti (Hernani street), Bilbo, Madrid, Barcelona, Australia, Japan, etc. spaces in which design and functionality were the main premise.

In 2020 the brand celebrated 25 years since its creation and wanted to celebrate it by reissuing its first logo: Margarita.

25 years





LOREAK MENDIAN

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