

LOREAK MENDIAN

COMMUNICATION DE LA
MARQUE

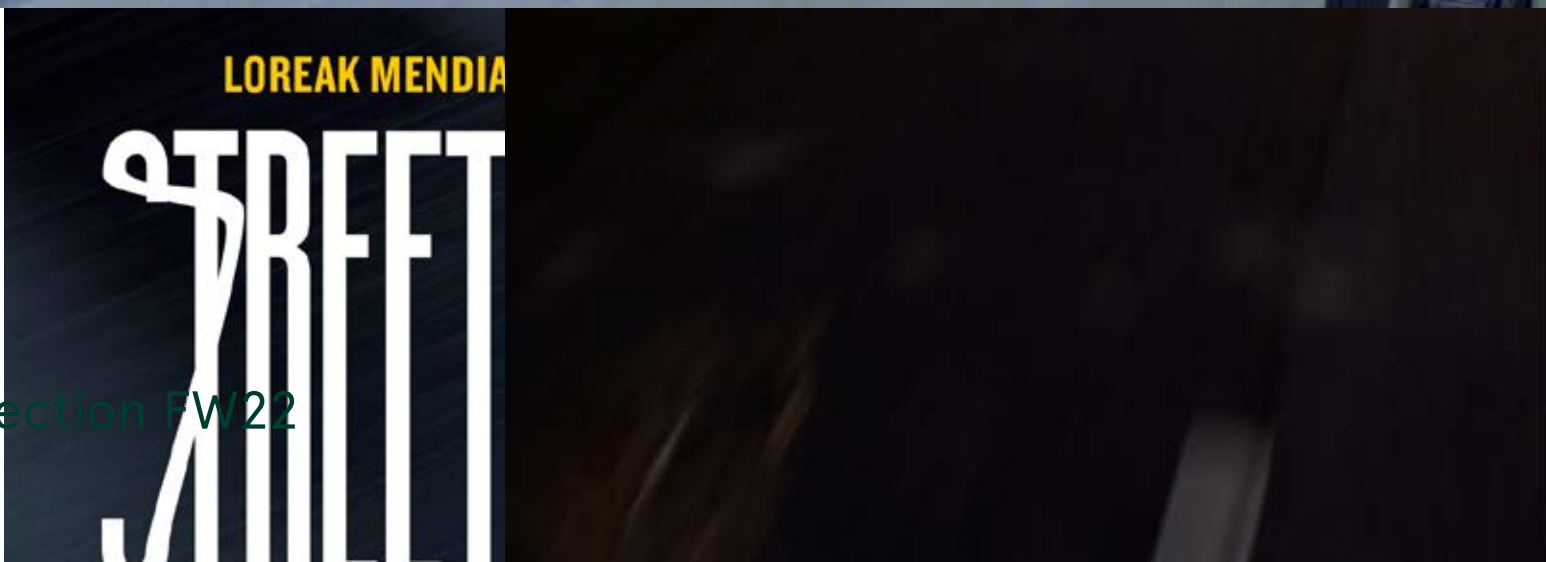
Collabs de valeur – Durabilité

LOREAK MENDIAN SUNGLASSES

**LOREAK
MENDIAN
X SEA2SEE**



Colabs de valeur – Mobilité Smart urban



Collection FW22



Communication de la marque



Loreak Mendian ©2021

Collabs de valeur – Racines et identité

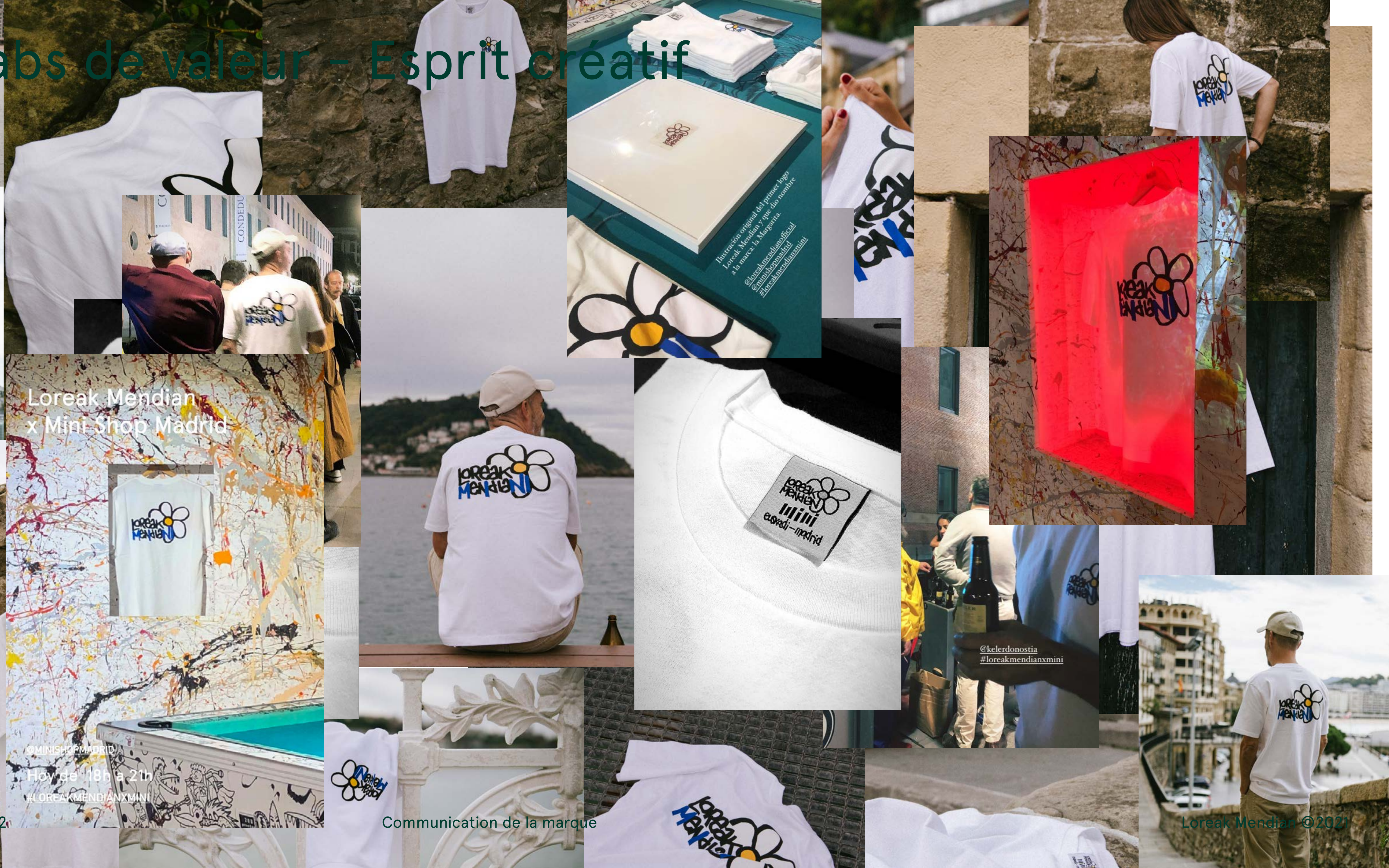


Collection FW22

Communication de la marque

Loreak Mendian ©2021

Collabs de valeur – Esprit créatif



Collabs de valeur – Esprit créatif



Collection FW22

Communication de la marque

Loreak Mendian ©2021

Nos boutiques - Notre univers

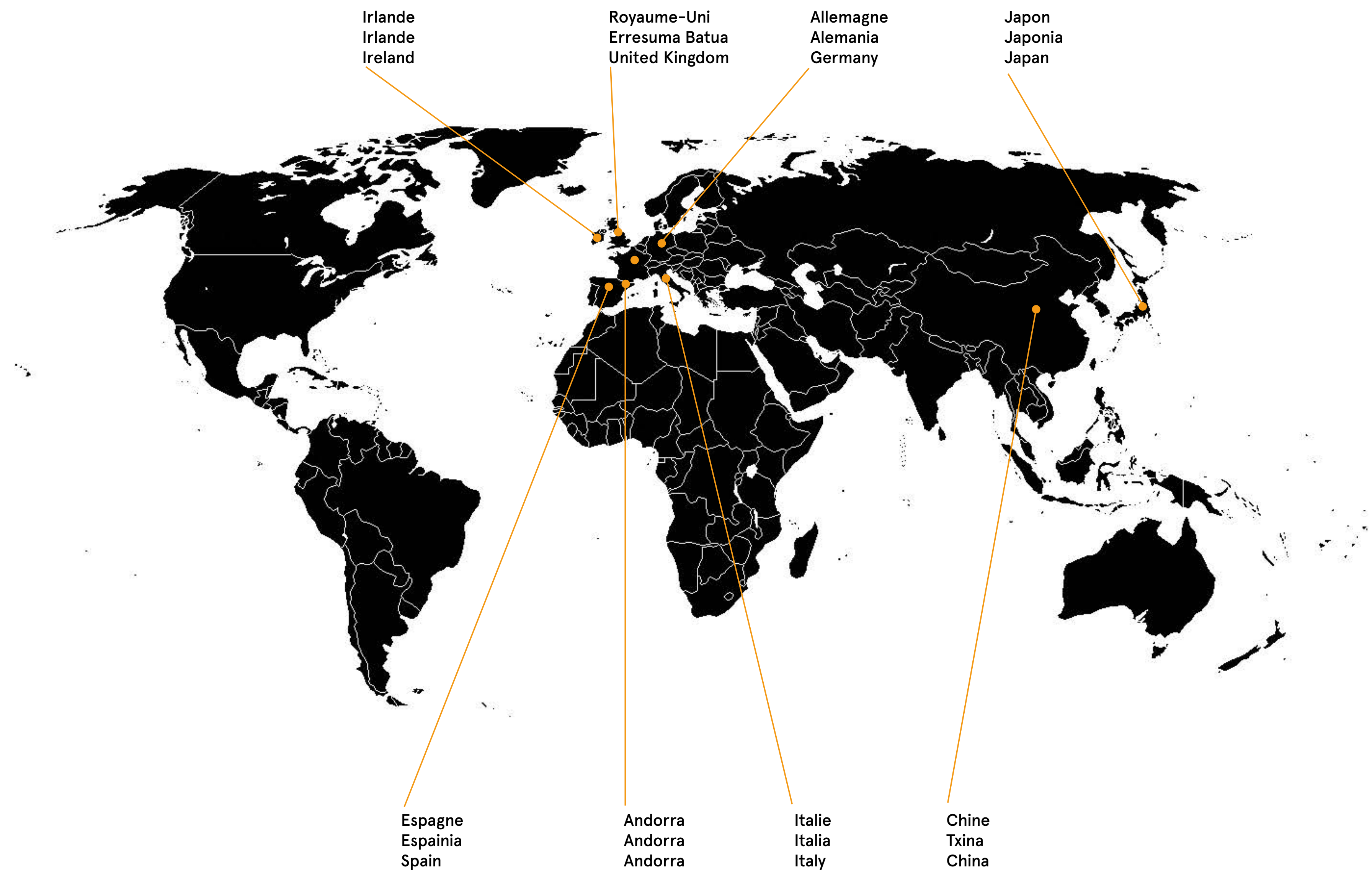


Collection FW22

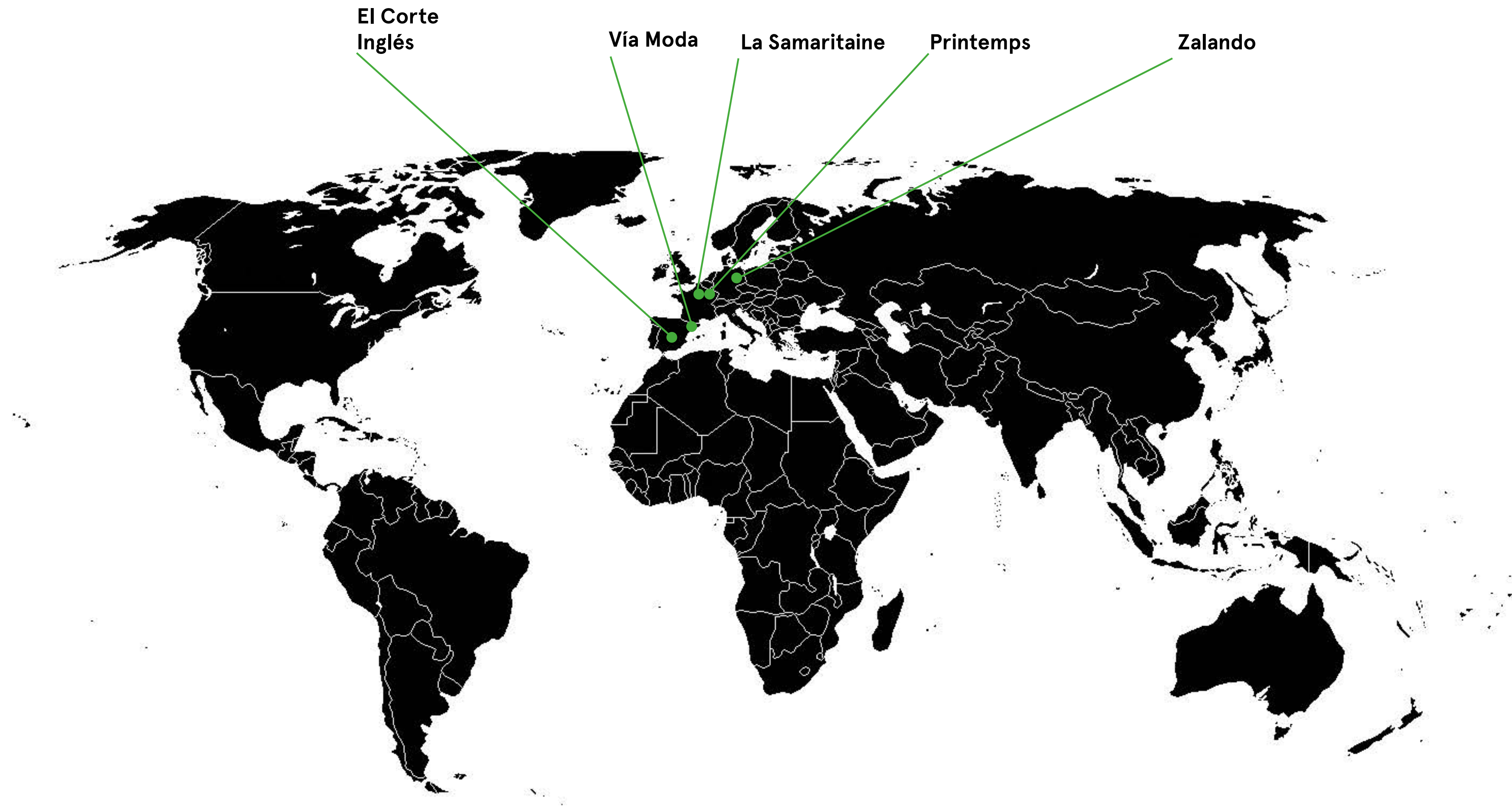
Communication de la marque

Loreak Mendian ©2021

Une marque qui se développe



Distributeurs concernés



Distributeurs concernés

Loreak Mendian «hace historia»

La firma guipuzcoana para una de las marcas presentes en La Samaritaine, uno de los icónicos centros comerciales parisinos



El imaginario de La Samaritaine



LAURA CHAMORRO

1 junio 2021 - 10:52

Tras un largo periodo de reformas, este miércoles 23 de junio abrirá sus puertas en París el centro comercial **La Samaritaine**, un referente para las compras en el sector del lujo. Fundado en 1870, en su momento dio un vuelco al sistema europeo del consumo de moda ya que, el planteamiento

LOREAK MENDIAN

El Día de Vasco - Periodo

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

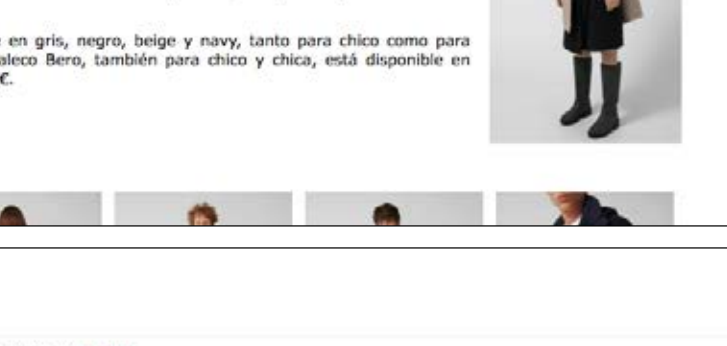
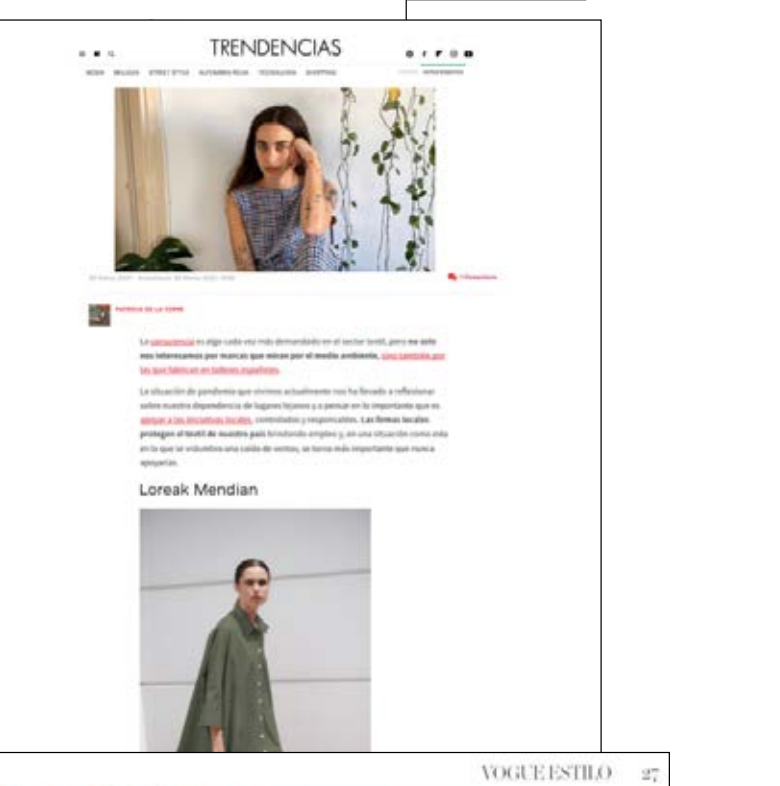
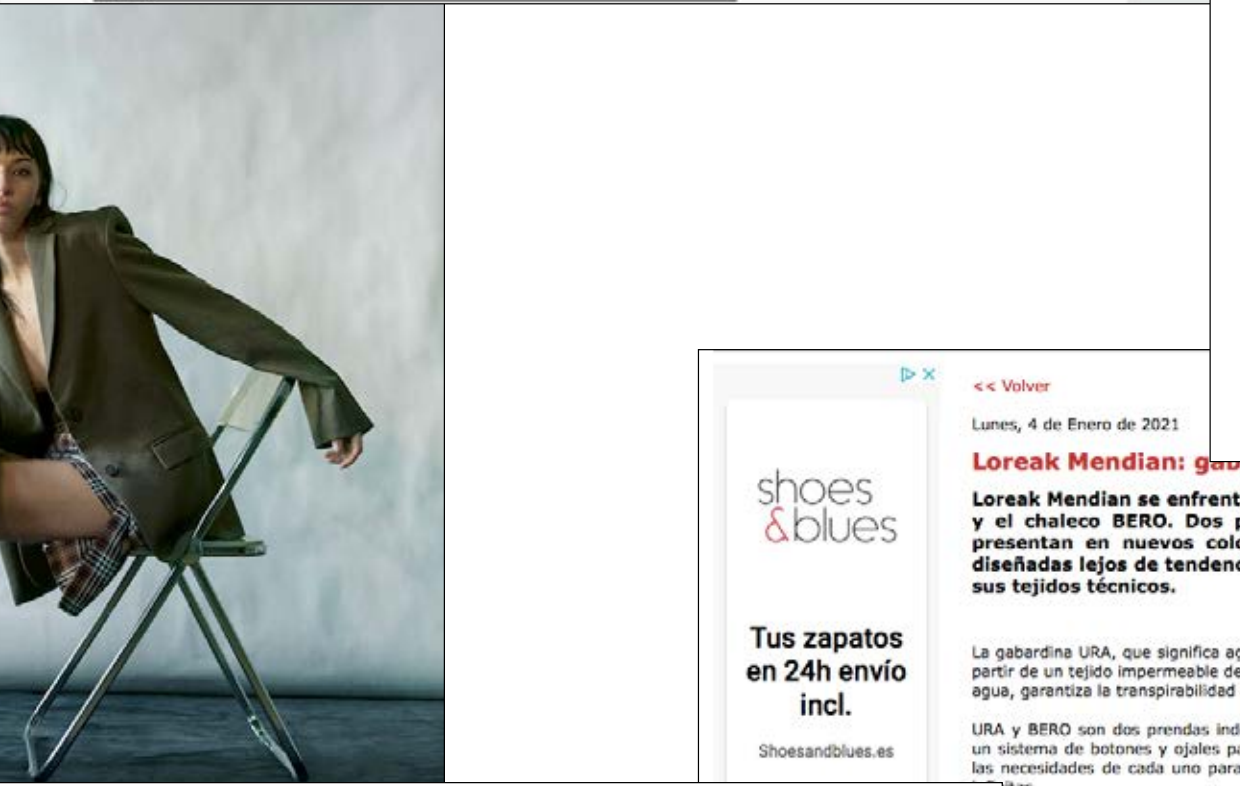
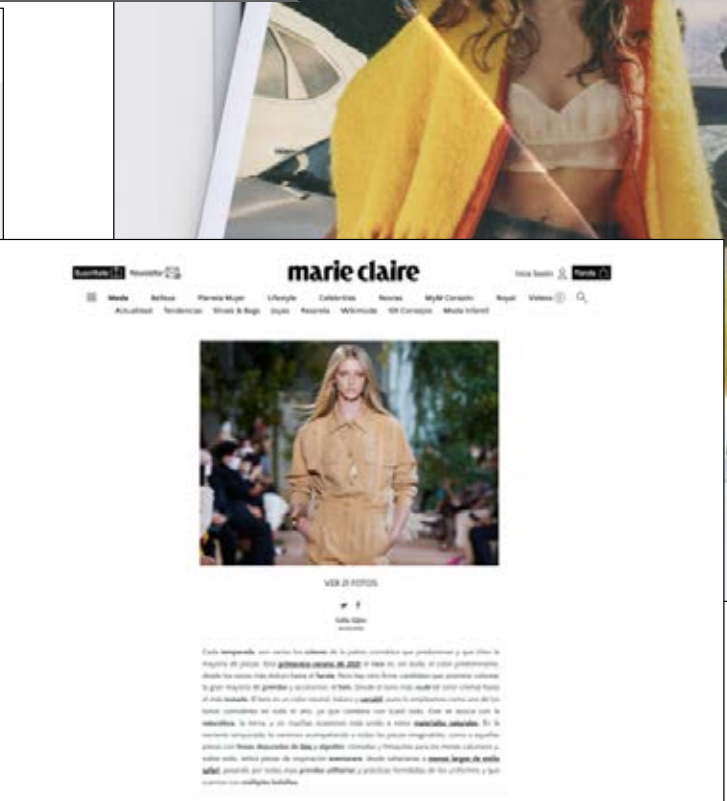
15

16

17

18

Moyens de communication

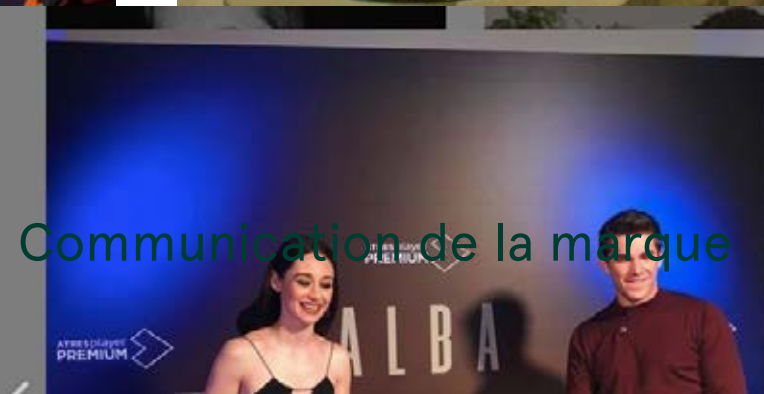
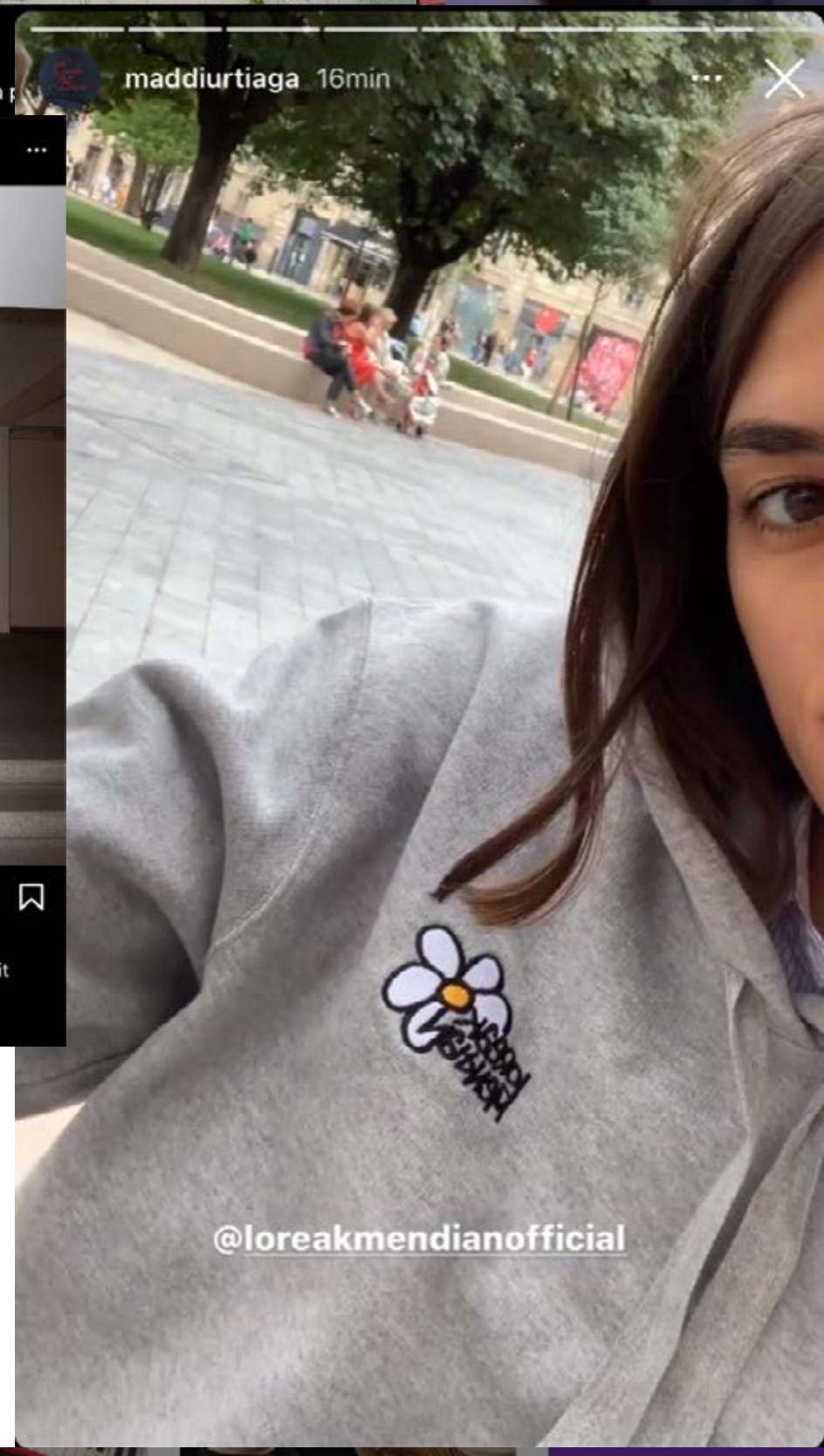
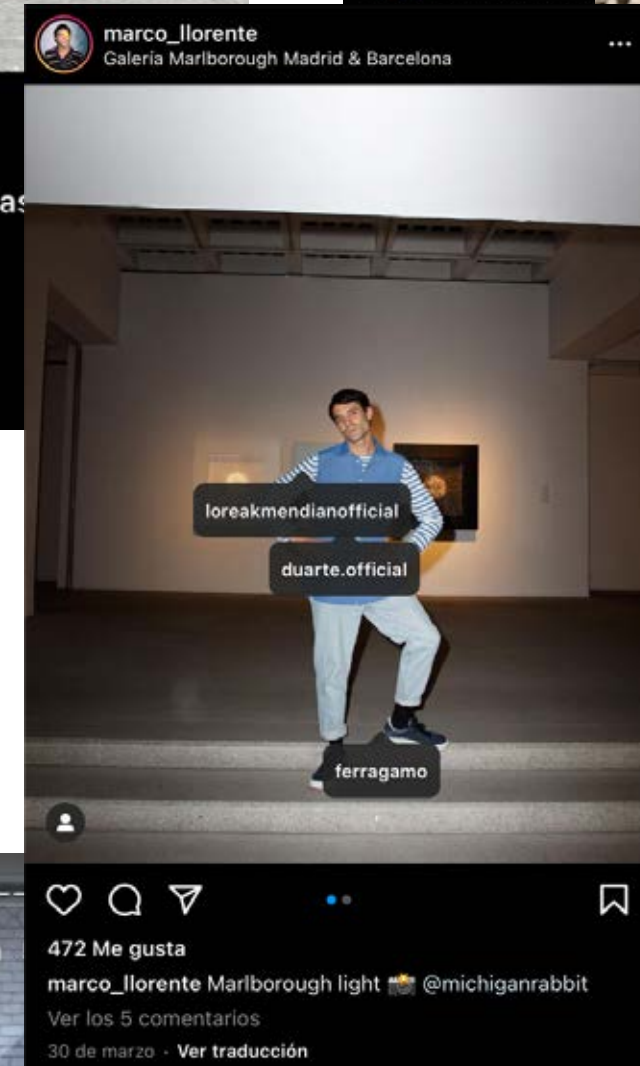
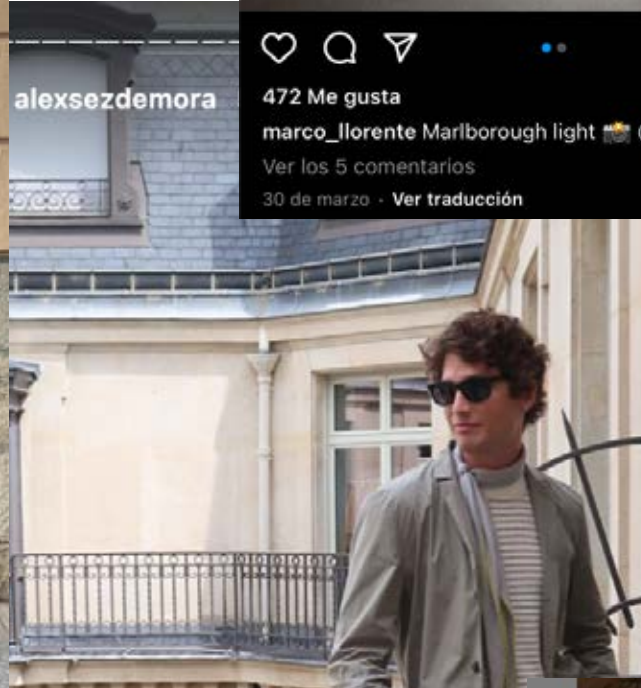
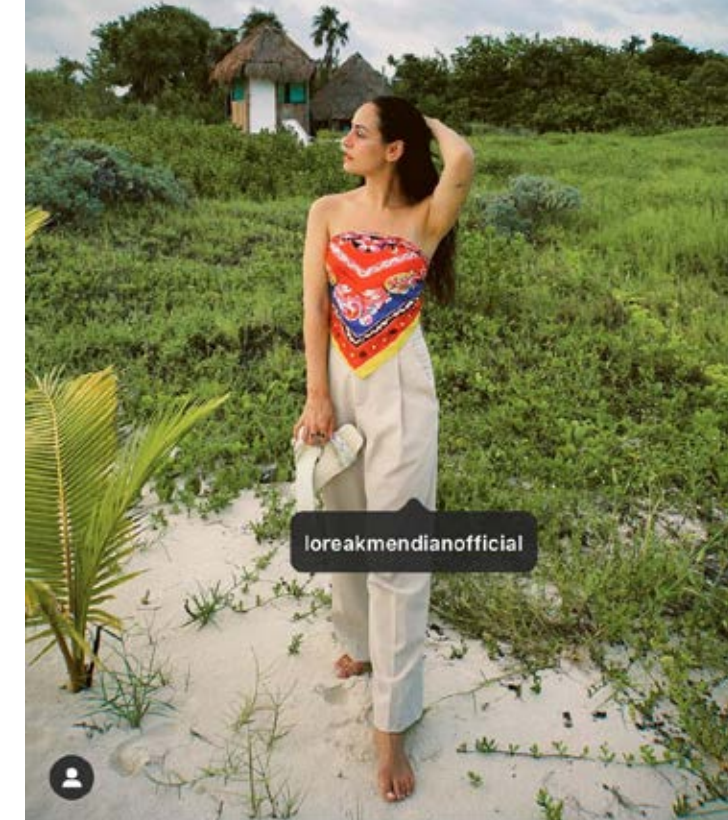
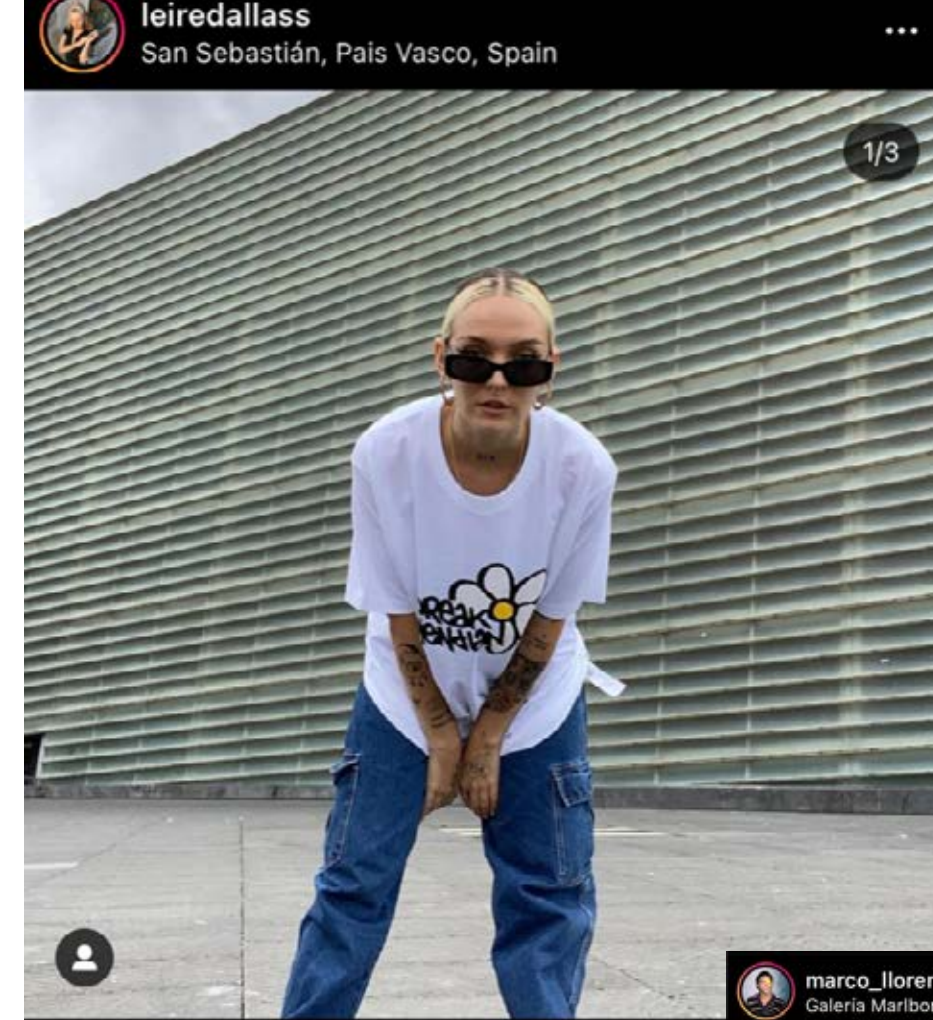


Collection FW22

Communication de la marque

Loreak Mendian ©2021

Réseaux Sociaux

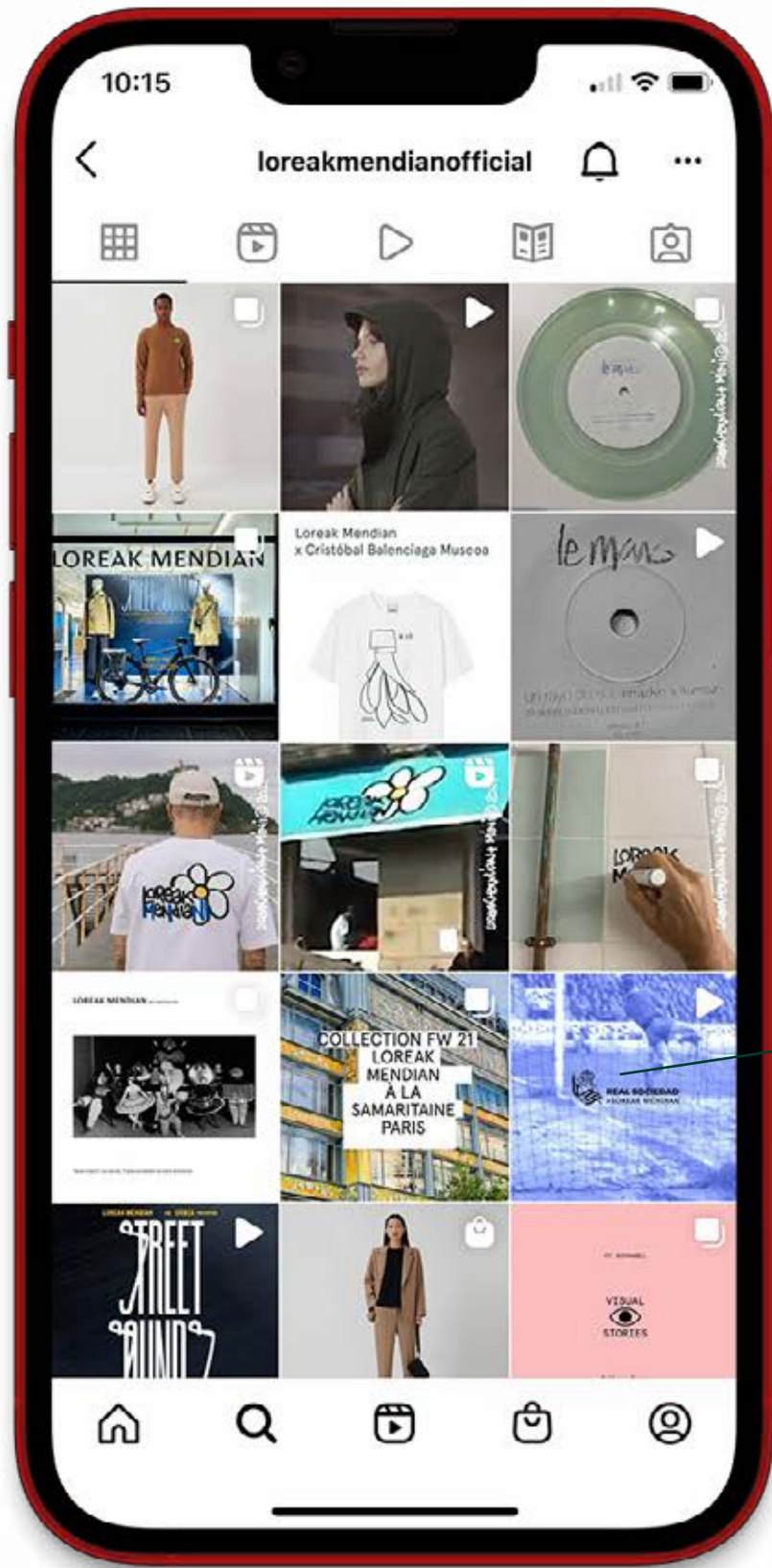


Collection FW22

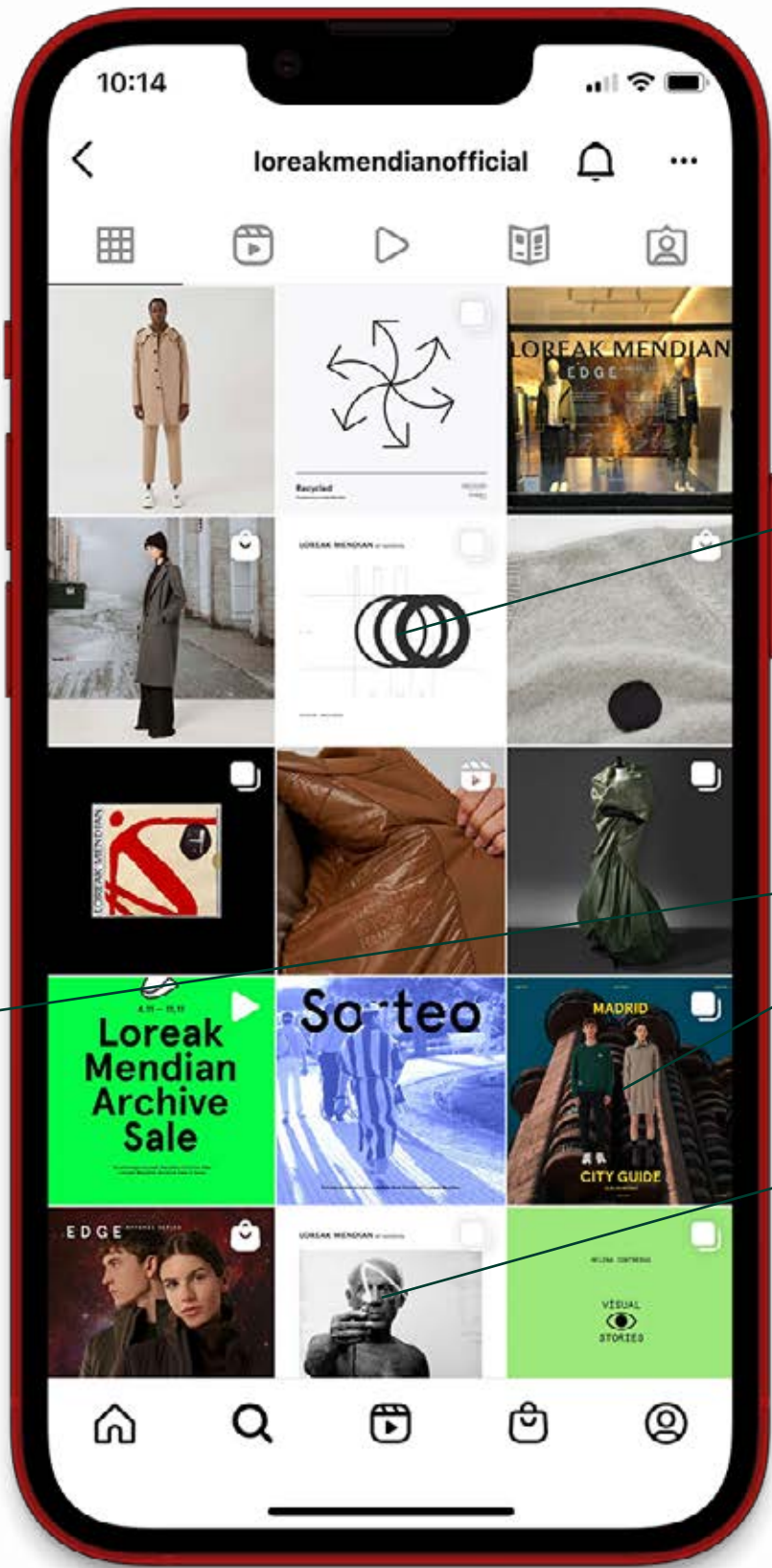
Communication de la marque

Loreak Mendian ©2021

Réseaux Sociaux



Collection FW22



Communication de la marque

Stratégie

- Design fonctionnel -design et architecture-
- Smart-urban -durabilité et mobilité-
- Soin intemporel -racines et identité-
- Esprit créatif -art et musique-



LOREAK MENDIAN

COMMUNICATION DE LA
MARQUE