

**LOREAK
MENDIAN**

**DISCOVER
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BRAND



Brand

Brand Statement:
Our Values & Attitudes
Strategic concepts
Targets

Group

Change Priorities

BRAND STATEMENT

BRAND

LOREAK
MENDIAN

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LOREAK
MENDIAN



FORM ELEVATED OUR VALUES & ATTITUDES TO FUNCTION

We reinterpret function through creativity 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, functionality and nature to transform cities into vibrant, habitable and sustainable spaces.

LOREAK
MENDIAN

FORM ELEVATED
TO FUNCTION



OUR VALUES & ATTITUDES

BRAND



CREATIVE
MINDSET



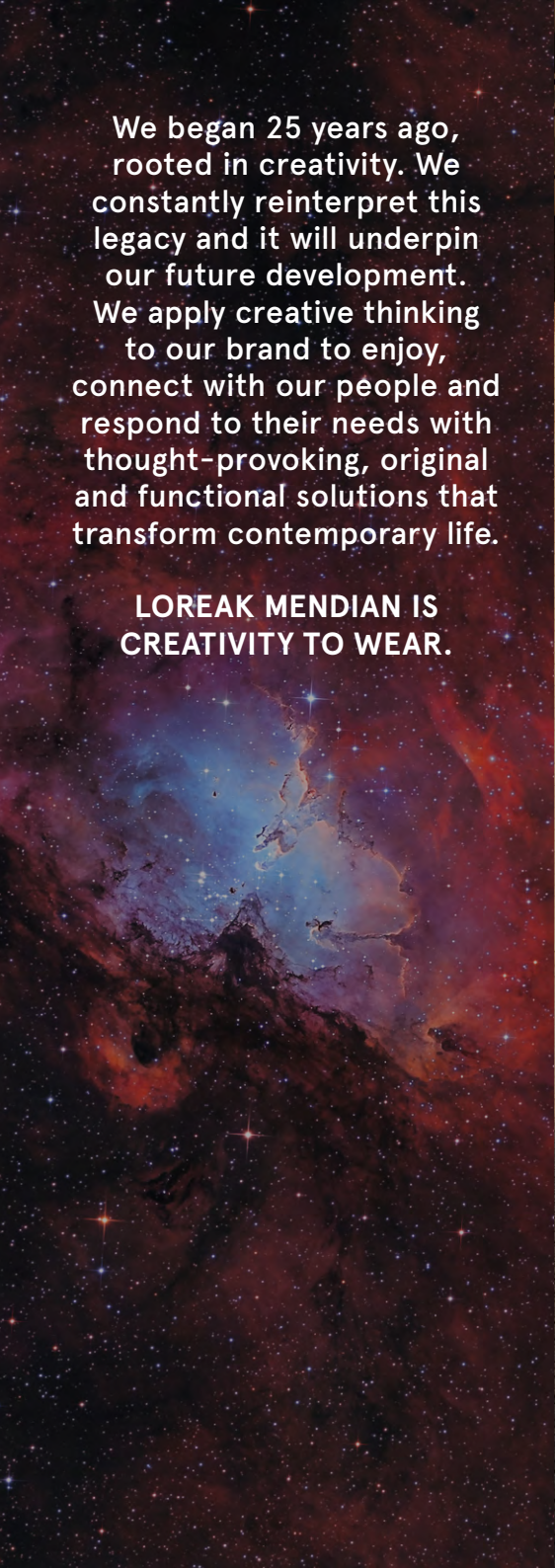
FUNCTIONAL
DESIGN



TIMELESS
CARE

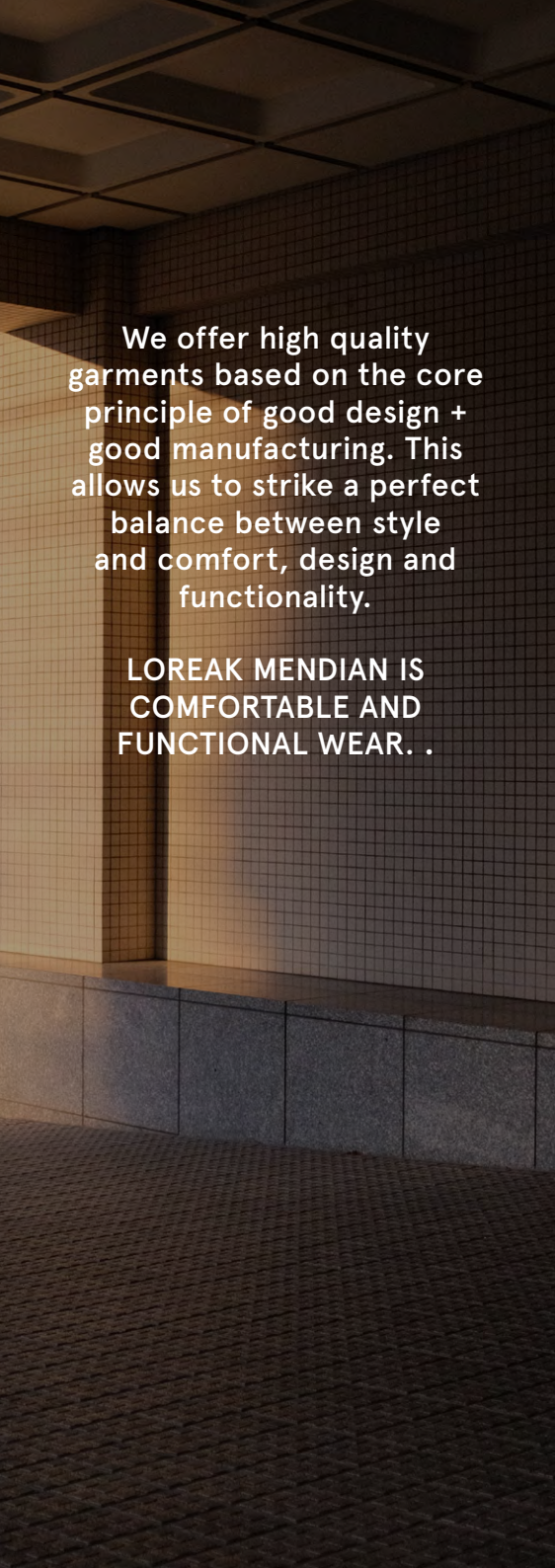


SMART-URBAN



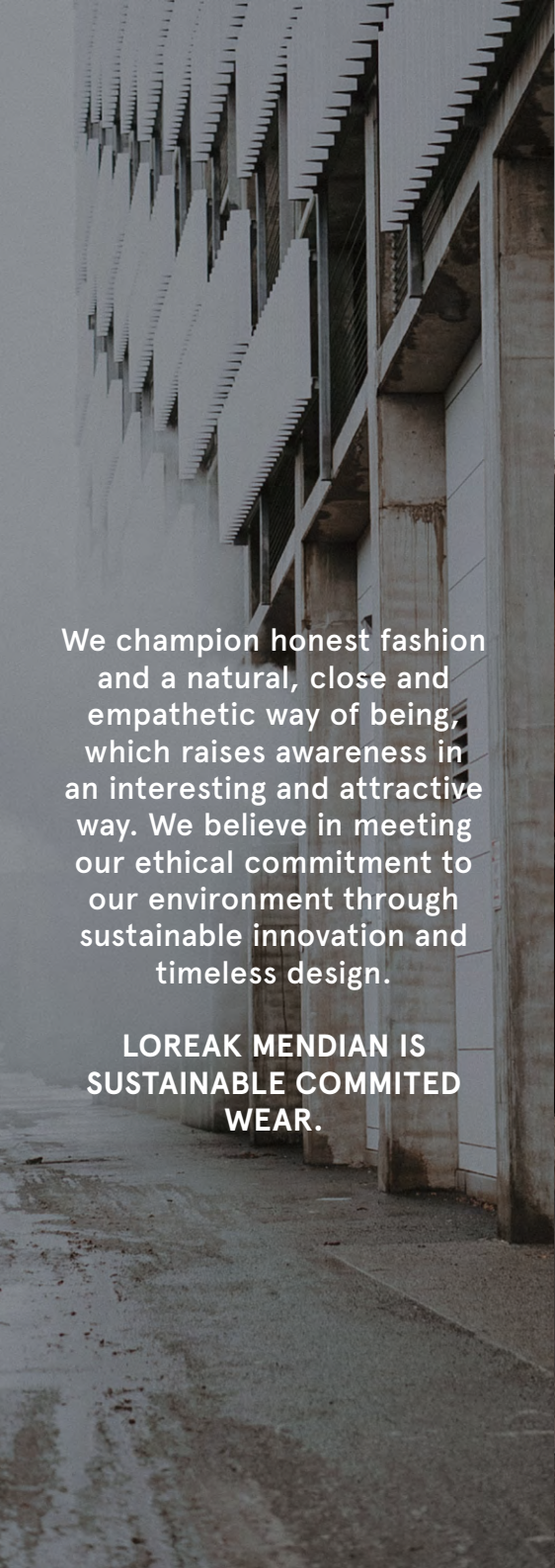
We began 25 years ago, rooted in creativity. We constantly reinterpret this legacy and it will underpin our future development. We apply creative thinking to our brand to enjoy, connect with our people and respond to their needs with thought-provoking, original and functional solutions that transform contemporary life.

LOREAK MENDIAN IS CREATIVITY TO WEAR.



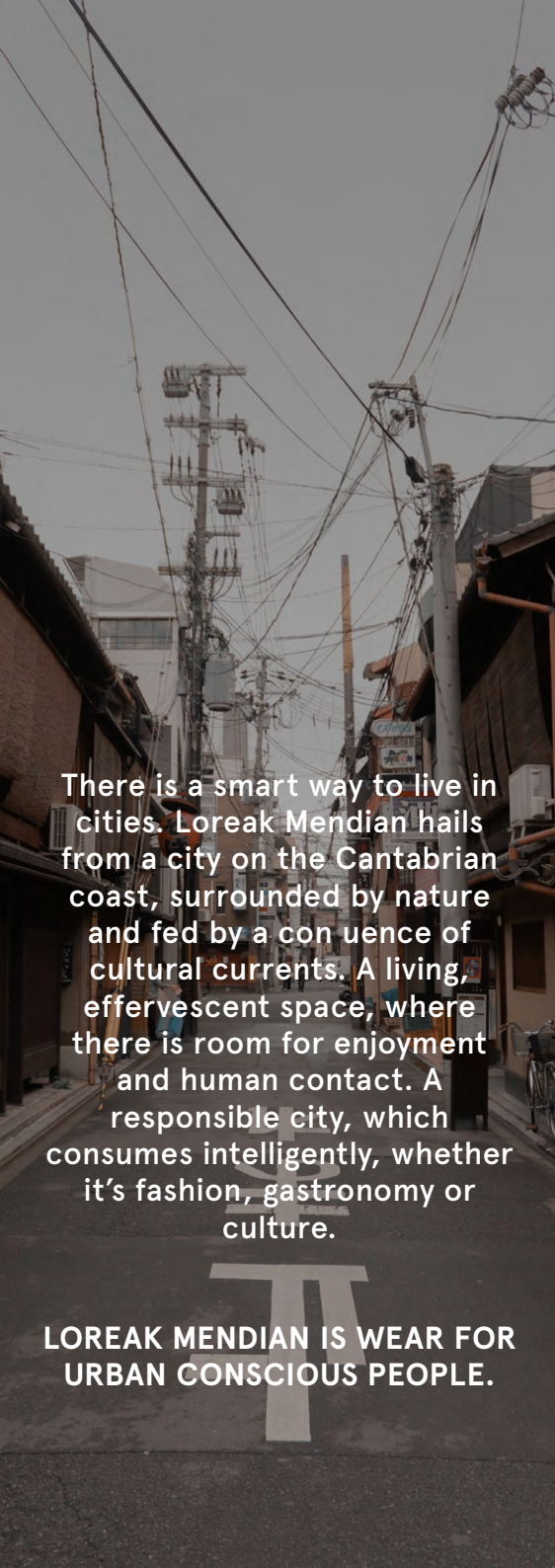
We offer high quality garments based on the core principle of good design + good manufacturing. This allows us to strike a perfect balance between style and comfort, design and functionality.

LOREAK MENDIAN IS COMFORTABLE AND FUNCTIONAL WEAR. .



We champion honest fashion and a natural, close and empathetic way of being, which raises awareness in an interesting and attractive way. We believe in meeting our ethical commitment to our environment through sustainable innovation and timeless design.

LOREAK MENDIAN IS SUSTAINABLE COMMITTED WEAR.



There is a smart way to live in cities. Loreak Mendian hails from a city on the Cantabrian coast, surrounded by nature and fed by a confluence of cultural currents. A living, effervescent space, where there is room for enjoyment and human contact. A responsible city, which consumes intelligently, whether it's fashion, gastronomy or culture.

LOREAK MENDIAN IS WEAR FOR URBAN CONSCIOUS PEOPLE.

STRATEGIC CONCEPTS

BRAND



When we
are talking about...
Design

DESIGN THAT SHAPES THE FUTURE.

The really important thing about today's design is that it shapes our environment. That it creates a timeless aesthetic of honest and functional collections that question what future we are looking for.



When we
are talking about...
Functionality

REDUCING THE ESSENTIALS.

Our vision of the functional is that which is made sense and allows you to move freely. It focuses on the why and the how by reducing and balancing it to the essential with a unique creative touch that responds to your personality in a natural way.



When we
are talking about...
Sustainability

THE FUTURE IN YOUR HANDS.

Our vision of sustainability is to act ethically, to create and manufacture products that are durable, honest and intelligent. To use technological innovation and put it at the service of creativity in order to transform the way we dress and also consume.

TARGETS

BRAND



T^S

01.
THE TRENDSETTER



S^W

02.
THE SMARTWATCH



S^F

03.
SOULFINDER

Brand

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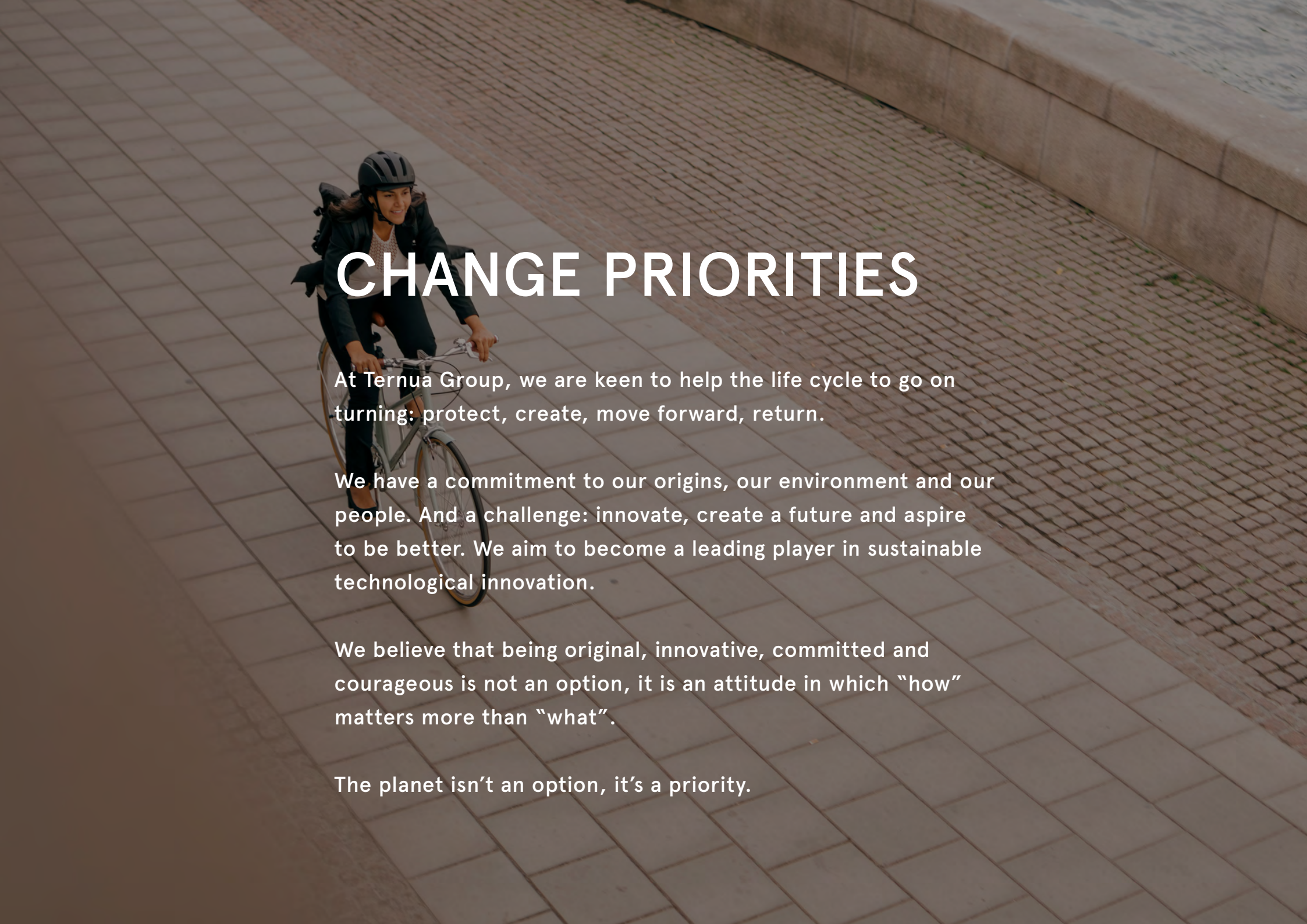
Group

Change priorities:
A Ternua Group Brand



The image is a horizontal split composition. The left half shows a dense, misty forest with tall, thin trees and lush green ferns in the foreground. The right half is a close-up, black and white photograph of a person's face, focusing on the closed eyes and nose. The text "CHANGE PRIORITIES" is centered across the middle of the image, spanning both halves.

CHANGE PRIORITIES

A woman wearing a black jacket, a black helmet, and a backpack is riding a bicycle on a cobblestone path. She is smiling and looking towards the camera. The path is made of light-colored cobblestones and runs alongside a body of water, which is visible in the upper right corner. The overall scene is bright and sunny.

CHANGE PRIORITIES

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.

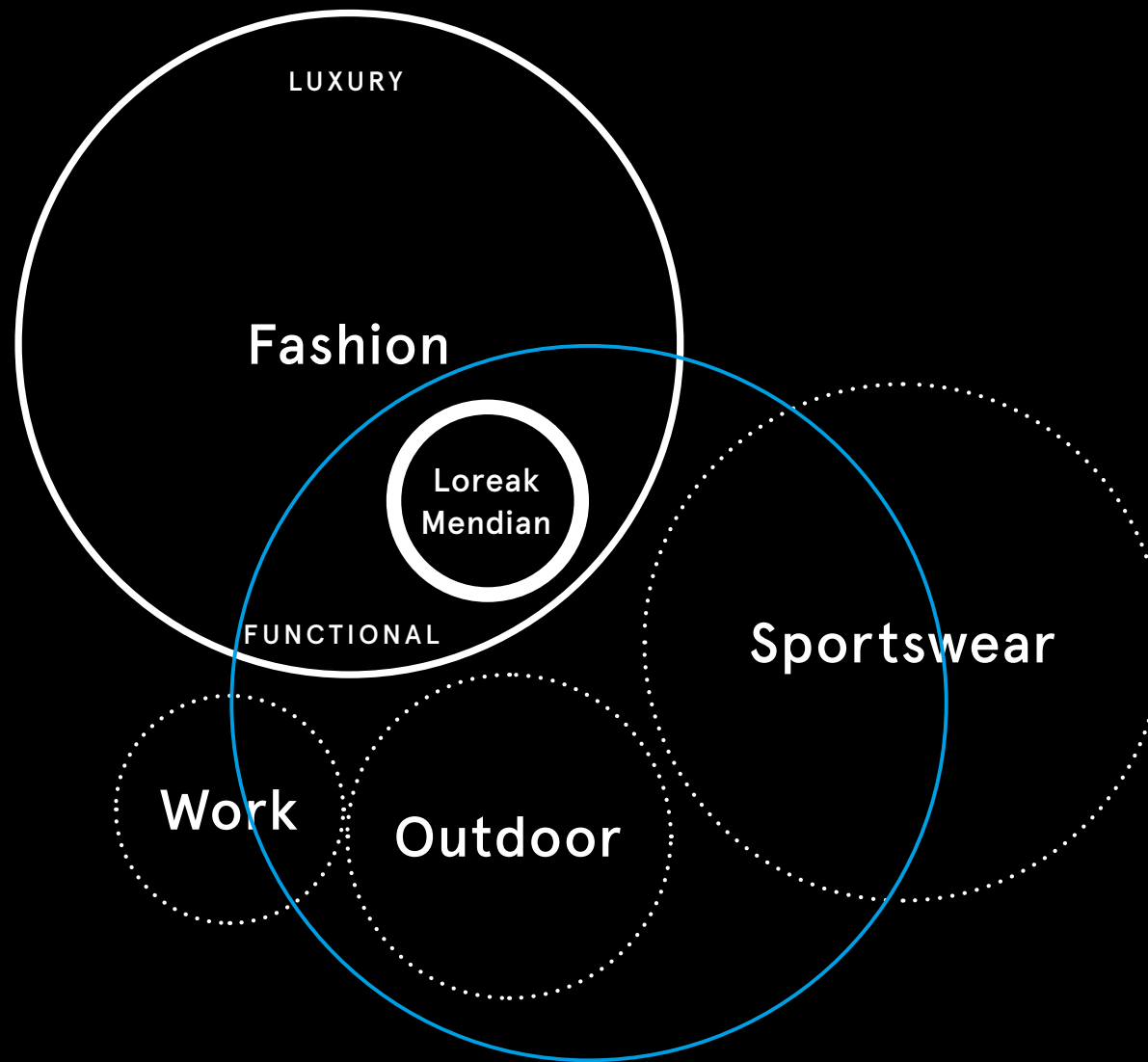
Invented in the Basque Country and exported to dozens of countries, the sport Jai-alai gives us a balance between elegance and practicality, with comfortable contemporary garments that reinterpret our sporting essence in the key of Street Fashion.

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.



Ternua Group

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