

**LOREAK
MENDIAN**

**EDGE
APPAREL
SERIES**

LOREAK MENDIAN

Garments that make you evolve, which integrate technology and sustainability to create a sophisticated collection. With a commitment to design, to refined lines, to creating smart fashionware and above all, to using sustainable practices and fabrics. Clothing with a timeless, honest and functional aesthetic that carries us towards the future we seek. Because EDGE is a collection that is 100% committed to the environment, so that the way you dress is a reflection of who you are.

THE 1ST TECHNOLOGICAL LINE OF THE BRAND

EDGE APPAREL SERIES

An aerial photograph of a coastline with a small island in the upper center. The water is a deep blue, and the land is a mix of green and brown. A thin blue line outlines the coastline. There are several decorative elements: a grid of small blue dots in the upper left, a grid of small pink triangles in the upper right, a grid of small blue dots in the lower left, and a grid of small yellow dots in the lower right.

LOREAK MENDIAN

EDGE APPAREL SERIES

A satellite image of the Pacific Northwest coastline, showing the rugged terrain of the coast and the deep blue of the ocean. The text is overlaid on the image.

LOREAK MENDIAN

EDGE APPAREL SERIES



EDGE

APPAREL SERIES

SUSTAINABILITY

EDGE



EDGE

APPAREL SERIES

Water
proofness

—



LORIAK
MID

**TECHNOLOGY AND
FUNCTIONALITY
APPLIED
TO THE URBAN
ENVIRONMENT**



CAREFUL DESIGNS

A person wearing a brown coat is shown from the chest down, with their hands clasped in front of them. The background is a dark, textured surface. Overlaid on the image are orange line art elements: a jagged line on the left side and a more complex, angular line on the right side. Small blue dots are scattered along these lines and in the background. The text "REFINED LINES" is centered in the middle of the image.

REFINED LINES

VALUES

BRAND VALUES APPLIED TO EDGE APPAREL SERIES

EDGE APPAREL SERIES



CREATIVE MINDSET

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

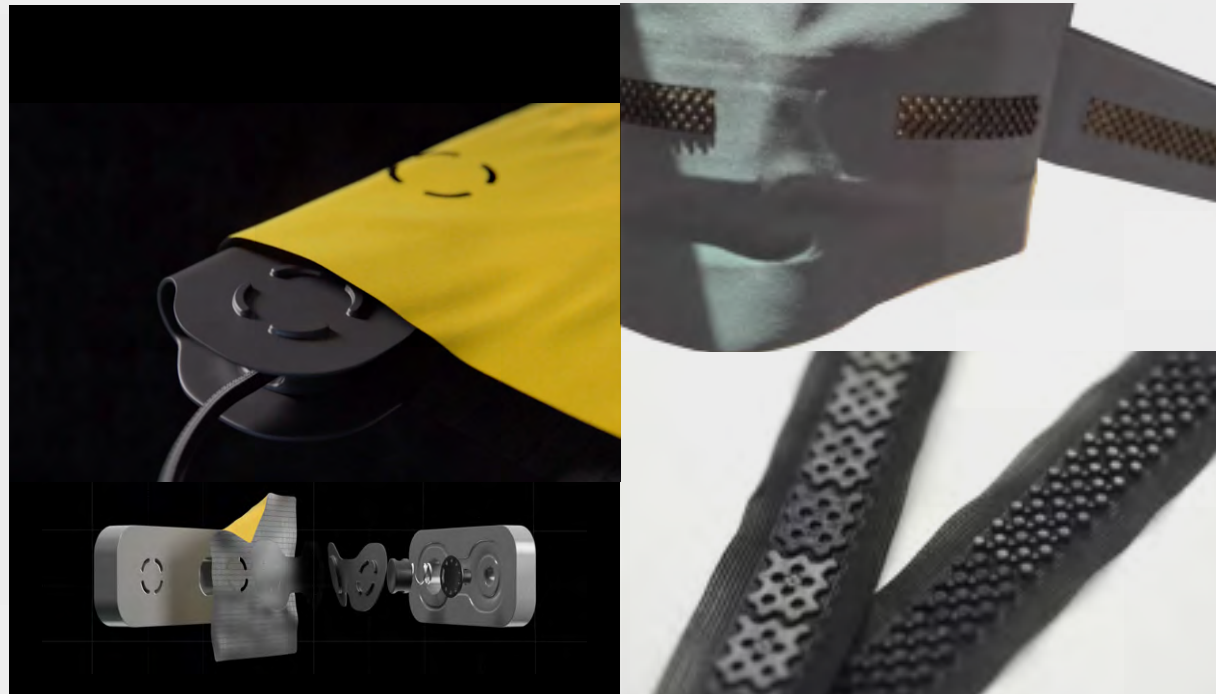
We enjoy creativity.

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.

CREATIVE MINDSET

APPLY ORIGINAL AND FUNCTIONAL
SOLUTIONS WITH THE OBJECTIVE OF
HELPING ON EVERYDAY





FUNCTIONAL DESIGN

PERFORMANCE SOUL,
PUREST DESIGN WEAR.

We make design work.

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.

FUNCTIONAL DESIGN



MANUFACTURE

3 BEST MANUFACTURERS
OF THE GROUP

COMFORT

VERY WORKED PATTERNS
BI-ELASTIC FABRICS
THERMOREGULATOR FILLERS

DESIGN

LOREAK MENDIAN
SPIRIT MIXED WITH
NEEDS FUNCTIONAL

FUNCTIONALITY

ELASTICITY
IMPERMEABILITY
WINDBREAKER
BREATHABILITY
THERMO REGULATION
FAST DRY

FABRICS

CRAFT EVO
POWER OF EVOLUTION

 **lavalan**
THE WOOL INSULATION

SINGTEX

TEIJIN
Human Chemistry. Human Solutions

 **NEODUN**
THE WOOL INSULATION



TIMELESS CARE

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

We act ethic.

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.

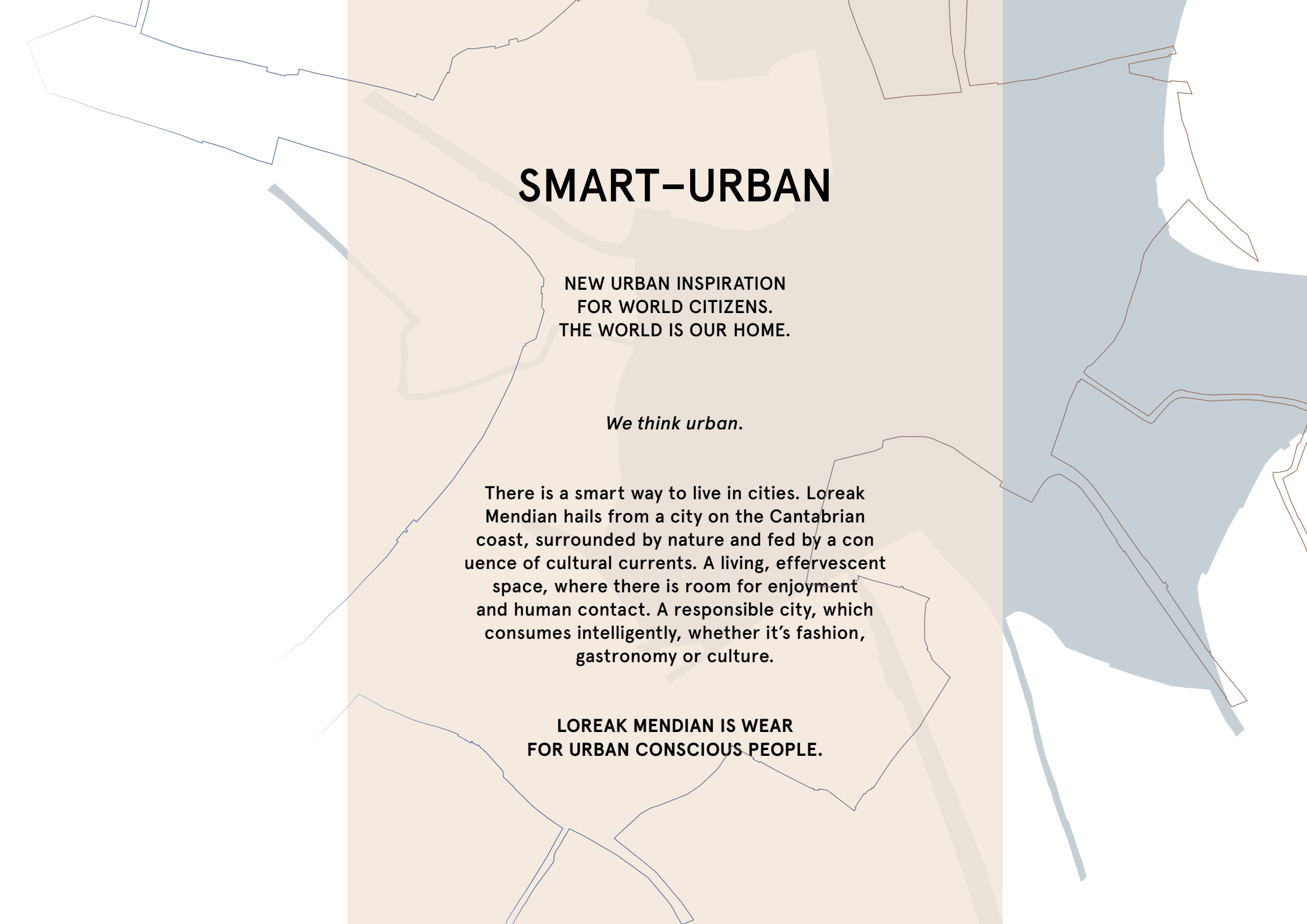
**LOREAK MENDIAN IS
SUSTAINABLE COMMITTED WEAR.**

TIMELESS CARE



REDUCE TO MINIMUM THE VISUAL IMPACT OF
FUNCTIONAL AND TECHNICAL ARGUMENTS,
EXTENDING THE CYCLE AND AESTHETIC OF
THE PRODUCT





SMART-URBAN

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

We think urban.

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.

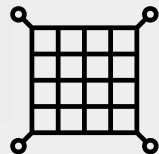
SMART-URBAN

COMBINING IN THE SAME PROJECT AND THE SAME GARMENT MATERIALS OF
DIFFERENT ORIGIN WITH A COMMON NAME: RESPONSIBILITY
HIGH PERFORMANCE AND FUNCTIONALITY WITH SUSTAINABILITY

RECYCLED SYNTHETIC



Bottle of
plastic



Nylon pre &
post consume

NATURAL RECYCLED



Recycled goose
down



Coffee consu-
med

NATURAL



Wool



Wood



TECHNOLOGICAL GRAPHICS

EDGE APPAREL SERIES

EDGE APPAREL SERIES

DIAGRAM OF PROTECTION

Name

NEGUKOA DOWN BOMBER M/W

Fabric name

MICROSHEL

Product features

Water proofness



+

Wind proofness



Warmth capacity



Breath ability



Freedom of movement



Fabric logo and icons

microshell



EDGE

DIAGRAMS OF PROTECTION

HARPEA COAT M/W

MICROSHEL



EURIA 3L TRENCH JKT M/W

SHELLTEC



HAIZEA JKT M/W

WINDSHELL



BEROA JKT M/W

WARMSHELL



HOTZA DOWN PARKA M/W

SHELLTEC



HOTZA DOWN TRENCH M/W

SHELLTEC



NEGUKOA DOWN JKT M

MICROSHELL



NEGUKOA DOWN COAT W

MICROSHELL



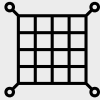
NEGUKOA DOWN BOMBER M/W

MICROSHELL



EDGE

SUSTAINABILITY
DIAGRAM

			HOTZA PARKA M/W	HOTZA TRENCH M/W	EURIA 3L TRENCH JKT M/W	HAIZEA JKT M/W	NEGUKOA FAMILY	HARPEA COAT M/W	BEROA JKT M/W
RECYCLED SYNTHETIC		Bottle of plastic	X	X	X	X			X
		Nylon pre & post consume	X	X		X	X	X	
NATURAL RECYCLED		Recycled goose down	X				X		
		Coffee consumed			X				
NATURAL		Wool		X		X		X	
		Wood							X

PRODUCT ARCHITECTURE

EDGE APPAREL SERIES

WOMEN



HOTZA TRENCH W
500 €



HOTZA DOWN PARKA JKT W
550 €



NEGUKOA DOWN
COAT W
380 €



EURIA 3L TRENCH W
440 €



BEROA HOOD JKT W
200 €



NEGUKOA DOWN
BOMBER W
300 €



HARPEA COAT W
340 €



HAIZEA JKT M
350 €

MEN



HOTZA TRENCH M
500 €



HOTZA DOWN PARKA JKT M
550 €



EURIA 3L JKT M
370 €



NEGUKOA DOWN
JKT M
380 €



EURIA 3L TRENCH M
440 €



NEGUKOA
DOWN VEST M
200 €



BEROA HOOD JKT M
200 €



NEGUKOA DOWN
BOMBER M
300 €



HARPEA COAT M
340 €



HAIZEA JKT M
350 €

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SERIES**