

**LOREAK
MENDIAN**

**LOREAK
MENDIAN
X ORBEA**

LOREAK MENDIAN

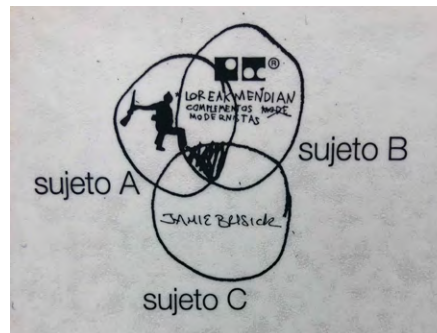
Loreak Menden and Orbea join forces to transform cities into vibrant spaces, to commit to environment-friendly mobility. A fusion that focuses on free activity, functionality and design; a path shared by two brands that are committed to technology and innovation with a touch of creativity.

A collaboration that adapts to your lifestyle and reinvents it.

Will you move with us?

Collaboration

OTHER
COLLABORATIONS



LOREAK MENDIAN FOR ORBEA

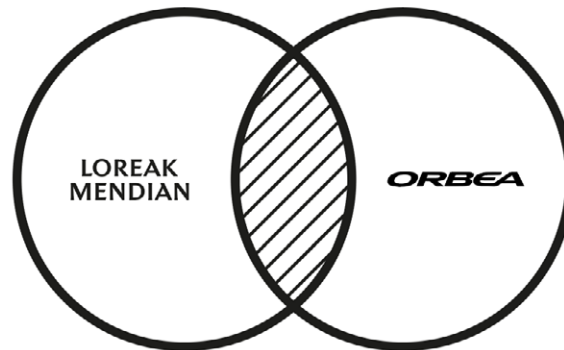
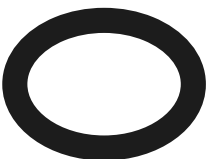
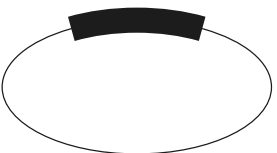
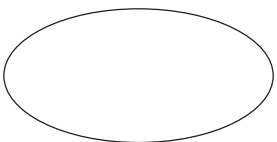
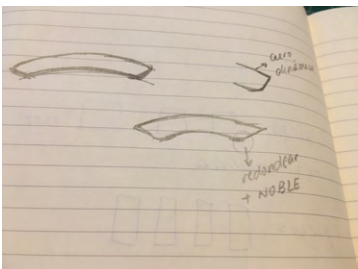
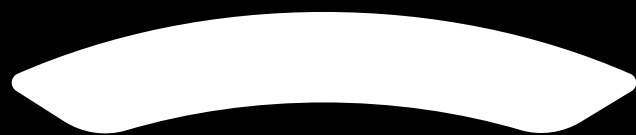


Image type

Integrated front lighting on the bike takes us to work one shape to create the image type that unites the two marks.











ORBEA

BIZIKLETAK

e-BIKES

EKIPAMENDUA

ISTORIOAK

ES/EU 🔍 👤 🛒 ☰

VIBE H10 MUD



CHAPA VIBE MYO LITE

0 €

COLOR CHAPA VIBE MYO LITE



Custom

TIMBRE

King Of Classic

JOHN TIMBRE



Garments



**Euria
JKT**
(chico)



**Euria
Trench**
(chica)



Communication Plan

PRE-LAUNCH

June

- Communication in Newsletter and RRSS
- Communication on the web with landing page: possibility of show bike and clothes

LAUNCH TO THE MARKET

September

- Press release
- Audiovisual material
- Showcase

In ORBEA
store



In LOREAK MENDIAN store

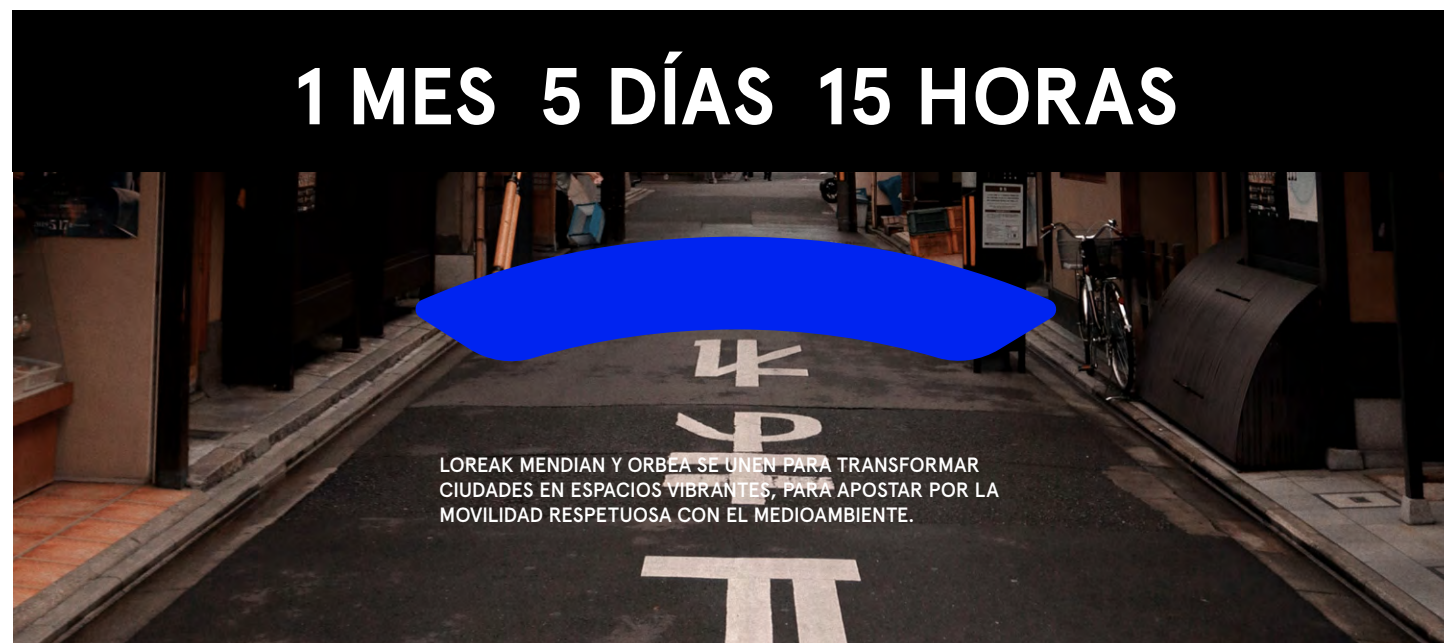
LOREAK MENDIAN



LOREAK MENDIAN Y ORBEA SE UNEN
PARA TRANSFORMAR CIUDADES EN
ESPACIOS VIBRANTES, PARA APOSTAR
POR LA MOVILIDAD RESPETUOSA
CON EL MEDIOAMBIENTE.



Banner WEB



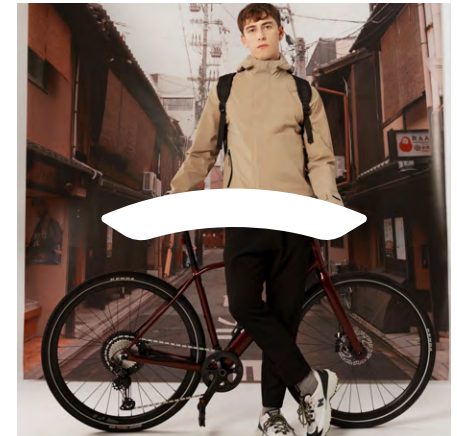
RRSS

Instagram

FEED

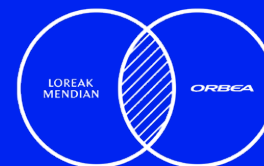


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