

**LOREAK
MENDIAN**

**OUR
BRAND
PRINCIPLES**

LOREAK MENDIAN

“This season there are very exciting changes with Loreak Mendián. A new concept that is meant to last and that we’re excited to share with you today. A concept reinforcing essential values such as sustainability and a design driven by the function for which it is intended. A design useful to people and lasting over time, shaping our environment with that creative and unique Loreak Mendián touch.”

Yannick Urquijo
Director comercial Loreak Mendián

FORM ELEVATED TO FUNCTION: OUR BRAND PRINCIPLES

LM_CONVSS21_01

Index_01

Brand⁰⁵

Brand Statement: Form Elevated to function.
Our Purpose
Our Values & Attitudes
Our Value Proposition
Past, present & future

Market²⁷

Market position

Group³²

Change Priorities:
A Ternua Group Brand



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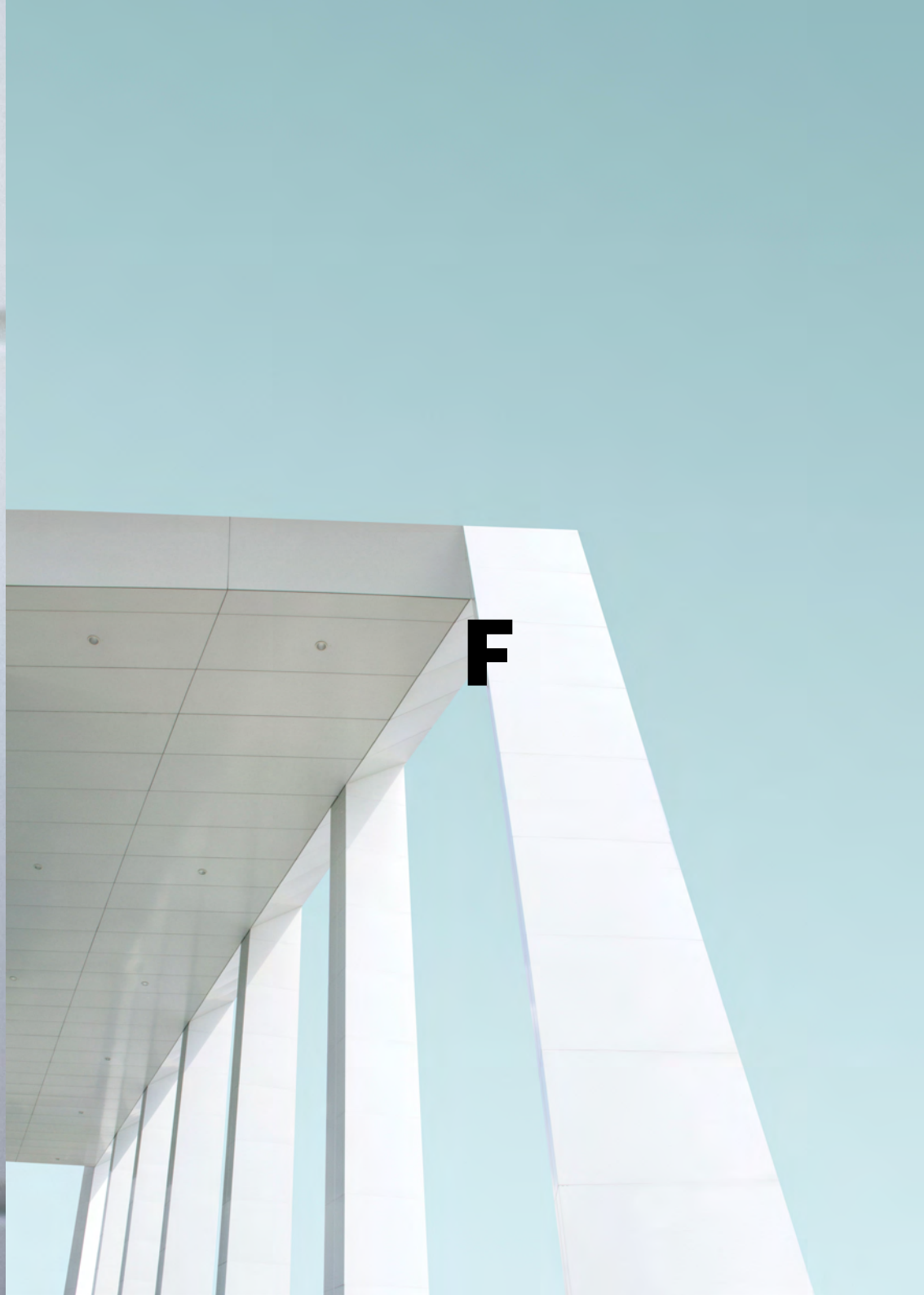
Change Priorities:
A Ternua Group Brand

BRAND STATEMENT

BRAND

The background features a dark, textured spiral composed of many small squares, creating a sense of depth and movement. Overlaid on this is a large, white, stylized integral symbol ($\int$).

$\int^F$



FORM ELEVATED 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.”

FORM ELEVATED TO FUNCTION



**LOREAK
MENDIAN**

**FORM ELEVATED
TO FUNCTION**

PROMOVEMOS UNA CULTURA SMART-URBAN
REIVINDICAR EL PODER DEL DISEÑO,
LA FUNCIONALIDAD Y LA NATURALEZA PARA
TRANSFORMAR LAS CIUDADES EN ESPACIOS
VIBRANTES, HABITABLES Y SOSTENIBLES.

www.loreakmendian.com

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OUR PURPOSE

BRAND



WE CLAIM CREATIVITY &
TECHNOLOGY TO TRANSFORM
CITIES INTO SMART-URBAN
LIFE SPACES.

WE CLAIM CREATIVITY & TECHNOLOGY TO TRANSFORM CITIES INTO SMART-URBAN LIFE SPACES.

We believe in the power of creativity and technology to transform cities into vibrant, habitable and sustainable spaces where people can live and move freely and express their personalities.

Loreak Mendián is the expression of a new smart-urban culture, where smart design and consumption are a priority and an attitude to life.

We transform technology into functionality, creativity into unique design, naturalness into sustainability.

We want to lead a transformation to inhabit and dress cities, live creativity, create design that works, act ethically and think in terms of the city.

OUR VALUES & ATTITUDES

BRAND

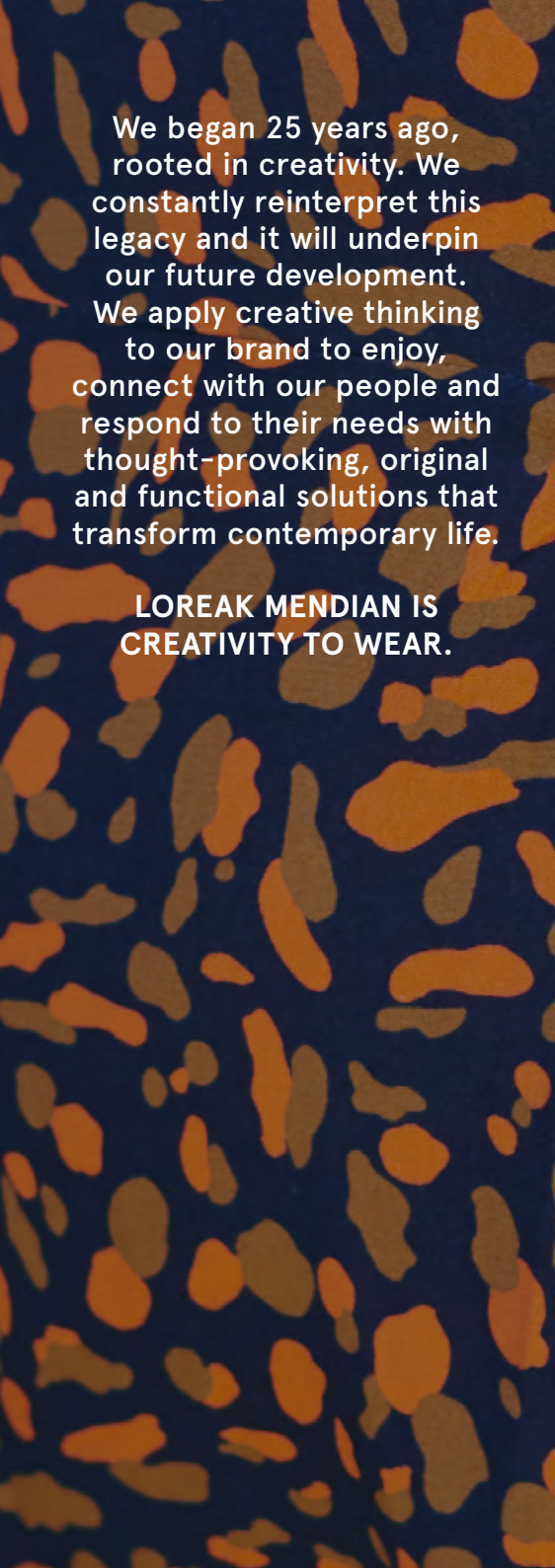


CREATIVE
MINDSET

FUNCTIONAL
DESIGN

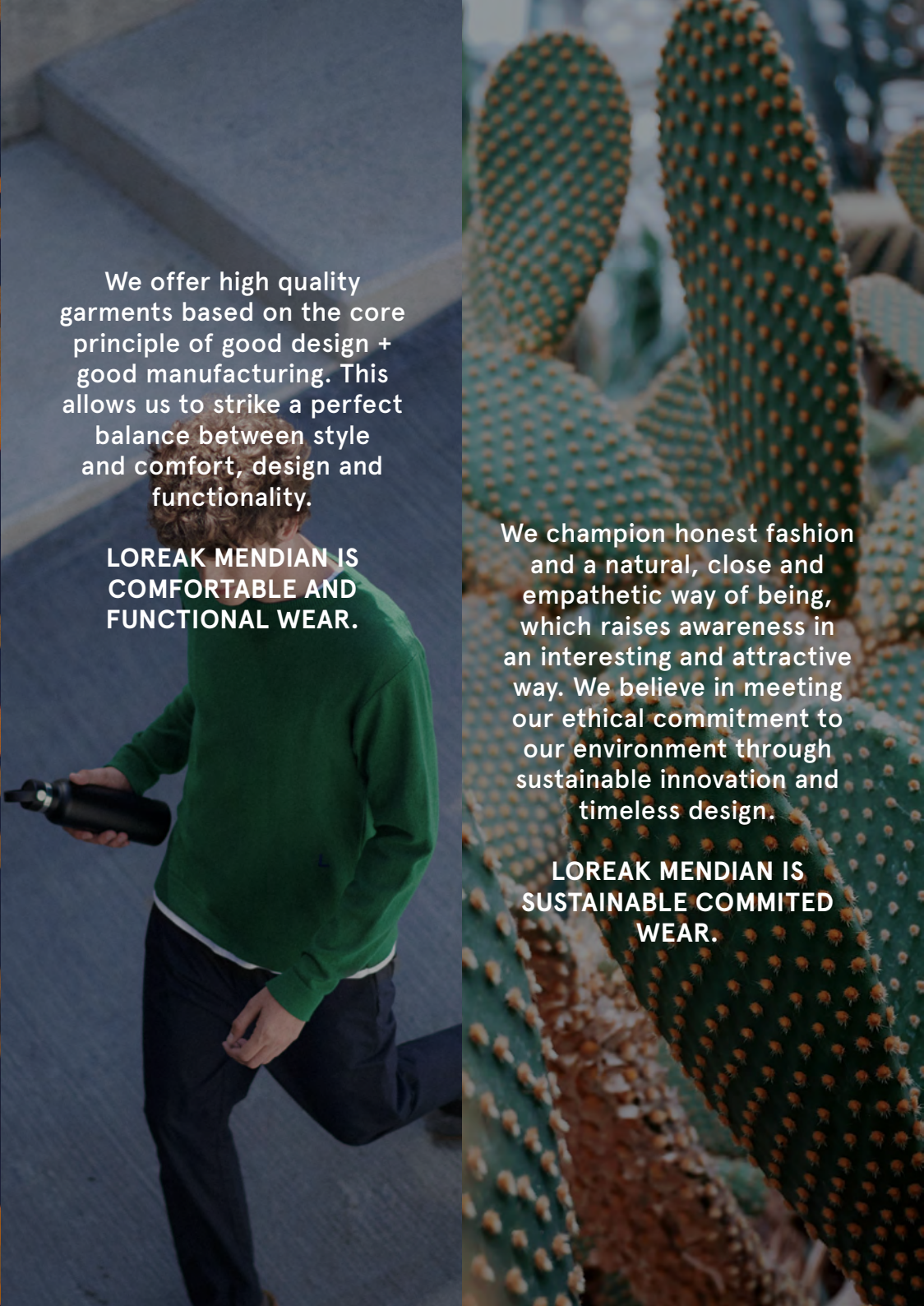
TIMELESS
CARE

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.

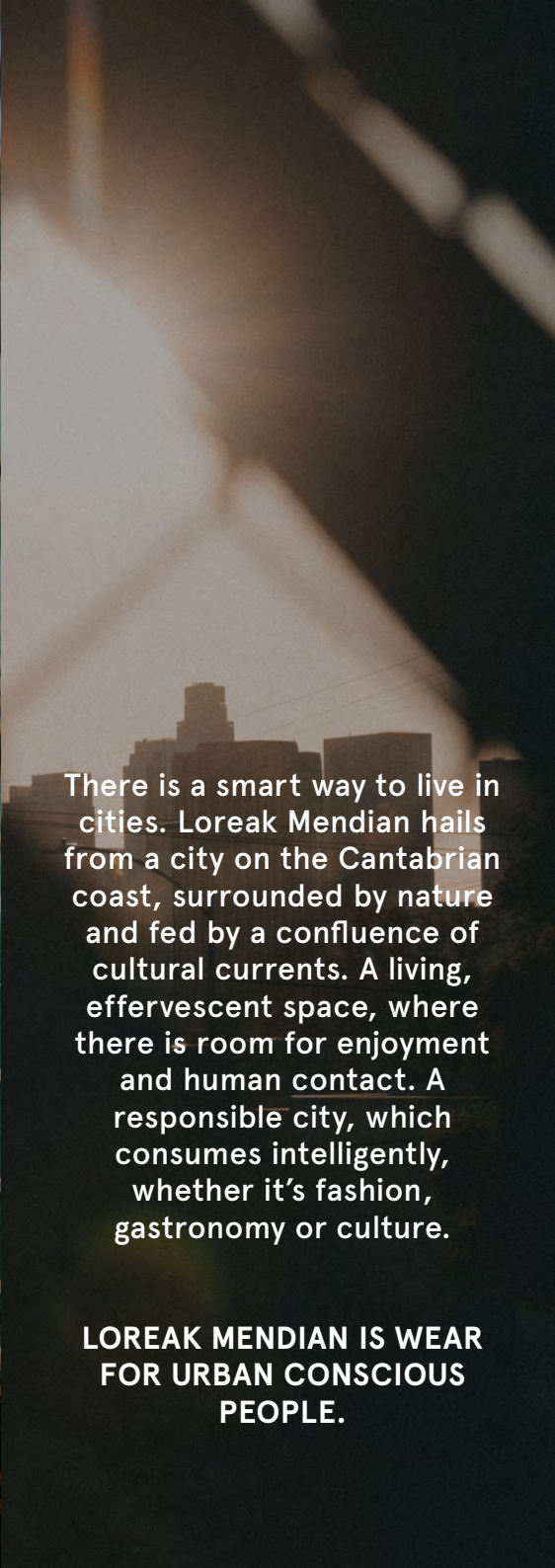


We offer high quality garments based on the core principle of good design + good manufacturing. This allows us to strike a perfect balance between style and comfort, design and functionality.

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.

OUR VALUE PROPOSITION

BRAND



FUNCTIONAL DESIGN WITH A VIBRANT TWIST



FUNCTIONAL DESIGN WITH A VIBRANT TWIST.

Loreak Menden believes in blending functional design with a unique creative look, to dress people's day-to-day work & travel experiences.

Our collections combine design, functionality and sustainability in fabrics, patterns and manufacturing quality. This mix allows us to offer garments with good technical characteristics and a vibrant touch, perfect for moving, travelling, working and enjoying a comfortable life in the city and expressing your personality.

We create garments for a new consumer, sensitive to design and conscious about sustainability, immersed in technology and grounded in a new way of living in the city and the cultural and natural stimuli that it provides: art, design, music, gastronomy, travel...

**PAST,
PRESENT &
FUTURE**

BRAND

LOREAK MENDIAN IS...



LOREAK MENDIAN

OUR BRAND IS INSPIRED BY
THE BASQUE TYPOGRAPHY
CREATED AT THE BEGINNING
OF THE TWENTIETH CENTURY.

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ORREA

ALTHOUGH IT HAS BEEN SOFTENED AND MADE MORE
SOPHISTICATED, THE BRAND'S TYPOGRAPHY GIVES IT A
STRONG CHARACTER, WHICH, TOGETHER WITH ITS NAME,
MAKES IT UNIQUE AND VERY RECOGNIZABLE.

END

LOREAK MENDIAN IS...

In Basque, Loreak Mendian means flowers in the mountains. And, for twenty-five years, it has been our way of saying "Be yourself, live, enjoy, absorb, act, think." It is an invitation to connect with our own nature and the nature that surrounds us, with what is simple and timeless.

It is our tribute to San Sebastian, the city that has given us everything we are. And to the Cantabrian Sea, its mountains, its blues and greens, its people, the world's people, its culture, its art, its feeling.

Brand⁰⁵

Brand Statement: Form follows function
Our Purpose
Our Values & Attitudes
Our Value Proposition
Past, present & future

Market²⁷

Market position

Group³²

Change Priorities:
A Ternua Group Brand



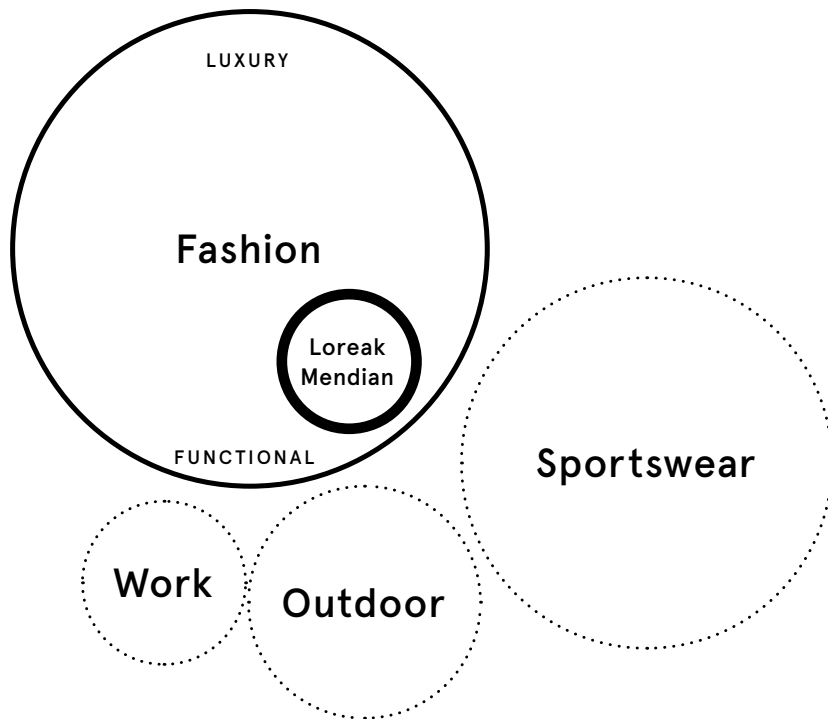


MARKET POSITIONING

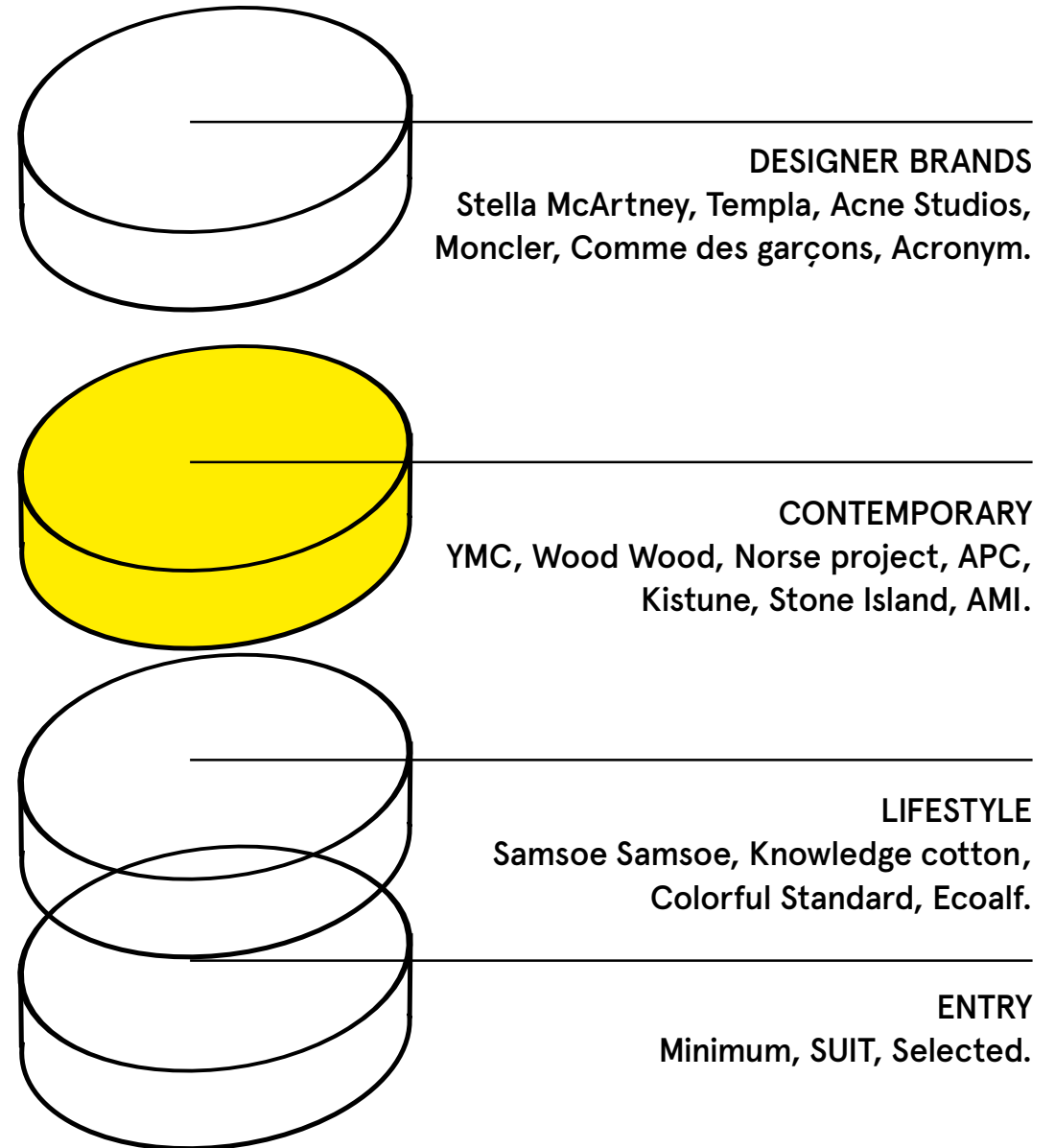
MARKET

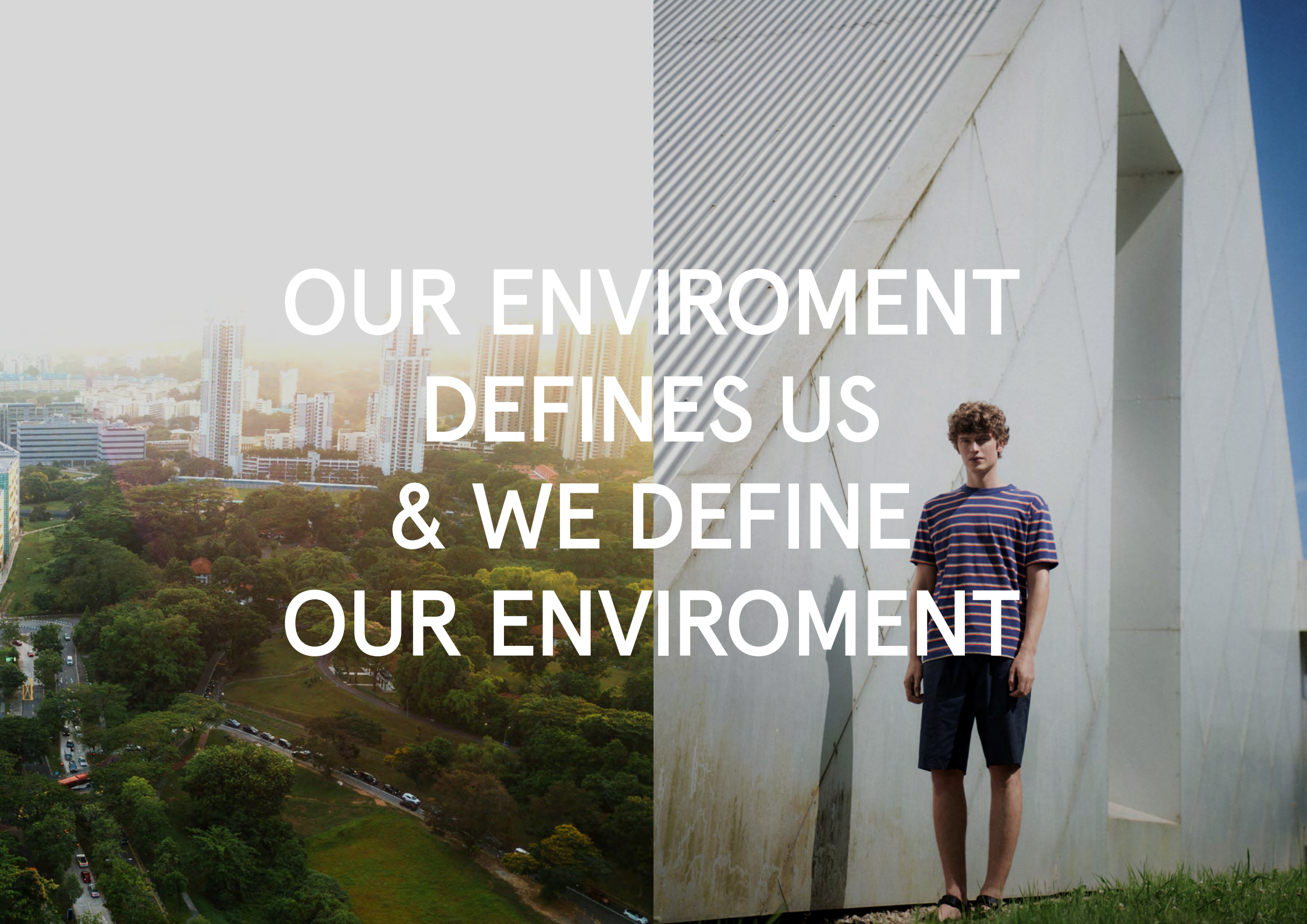
MARKET POSITIONING

CLOTHING MARKET



FASHION MARKET



The image is a vertical composition. The left half shows an aerial view of a city with dense greenery, roads, and several tall apartment buildings under a hazy, golden-hour sky. The right half shows a young man with curly brown hair standing on a grassy ledge, leaning against a large, white, geometric sculpture with a ribbed texture. He is wearing a blue and white striped t-shirt and dark shorts. The text is centered across the middle of the image, spanning both halves.

OUR ENVIROMENT
DEFINES US
& WE DEFINE
OUR ENVIROMENT



Brand

Brand Statement with Elements of Brand
Brand Promise
Brand Values & Attitudes
Our Value Proposition
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Change Priorities:
A Ternua Group Brand



CHANGE PRIORITIES

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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.

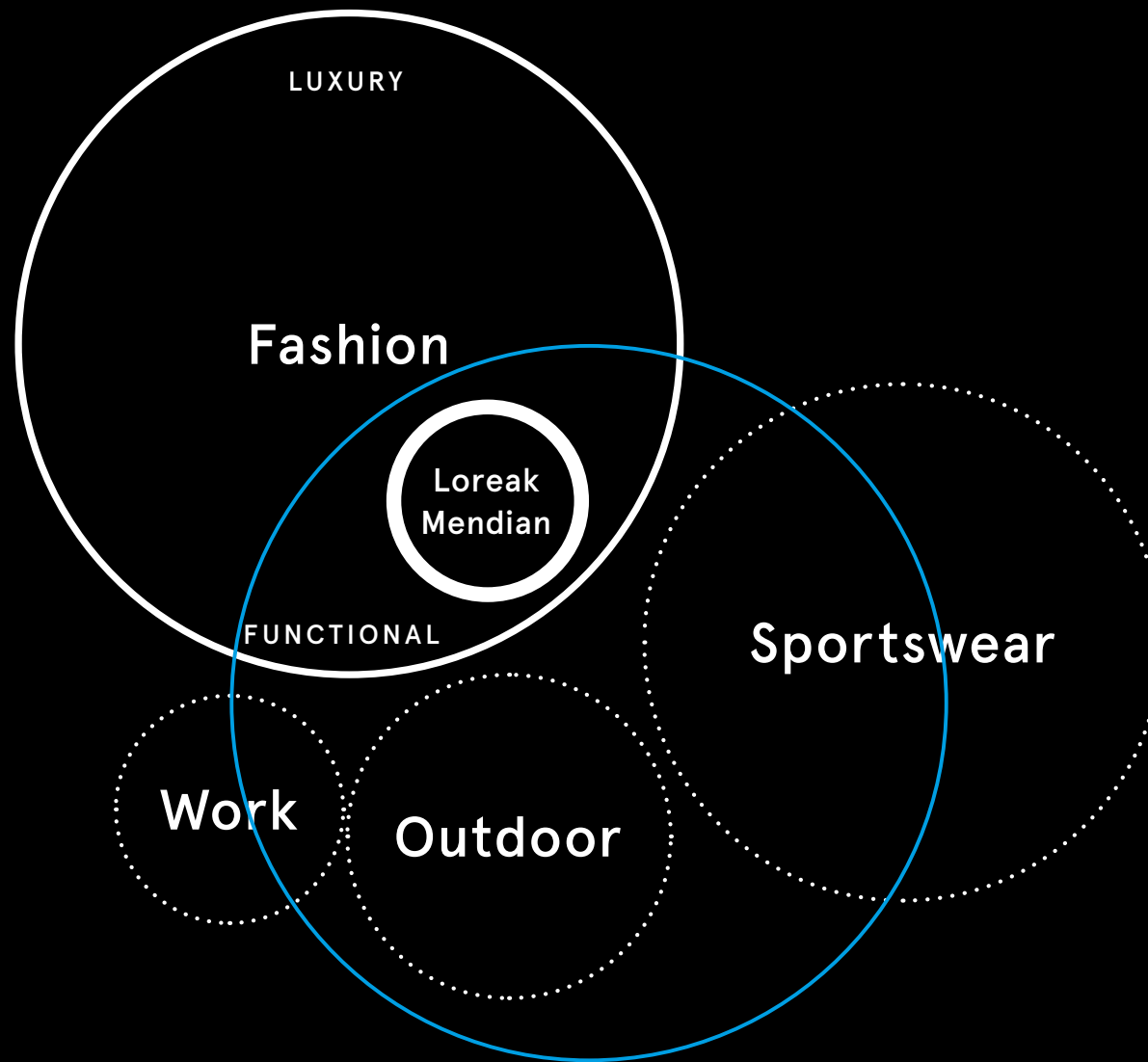
Invented in the Basque Country and exported to dozens of countries, the sport Jaialai gives us a balance between elegance and practicality, with comfortable contemporary garments that reinterpret our sporting essence in the key of Street Fashion.

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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