

**LOREAK
MENDIAN**

**HOW WE
SPEAK**

COMMUNICATION PLAN

Define and understand in depth the needs, desires and attitudes of Loreak Mendian's customer segments, in order to adapt the messages and content of our new branding to them.

Index_02

Customer

04

Customer Insights
Customer Segmentation

Narrative

15

Design, Functionality & Sustainability

Strategy

20

Communication strategy

A woman with dark hair pulled back, wearing a long-sleeved, button-down green dress, stands against a solid green background. She is looking slightly to the side with a neutral expression.

Customer

04

Customer Insights
Customer Segmentation

Narrative

15

Design, Functionality & Sustainability

Strategy

20

Communication strategy

INSIGHTS & SEGMENTATION

CUSTOMER



SOUL

For people whose spirit is urban, sensitive to design, who want to dress in a distinctive style and enjoy a comfortable day-to-day work and travel experience.





AWARENESS

People who are aware of the intelligent use of materials and fabrics, willing to pay a little more for this. They are looking for a thought-provoking and creative brand that is also practical and functional.



WORK&LIFE

These are professional men and women, who work with technology and accept it as part of their lives. They enjoy a comfortable urban life, they have an increasingly aware of sustainability and enjoy leading a healthy life.





MOVEMENTS

They live in towns and cities.
Large or small. They travel to
discover other cities and other
cultures, mainly those where
they can enjoy stimuli related
to art, design, architecture and
gastronomy.





CUSTOMER SEGMENTS

**We are extending our messages
to two new customer segments**



T^S

01.
THE TRENDSETTER



S^W

02.
THE SMARTWATCH



S^F

03.
SOULFINDER

01. THE TRENDSETTER

TS

PROFILE

They like to be right up to date and follow the latest fashions to convey a modern, trendy look. They are keen to find out about the latest products launched by their favourite brands and the clothes worn by the influencers they follow.

SHOPS

They shop in flagship stores, where trends are the keynote.

They buy a lot of fashion online.

REASONS FOR BUYING

They follow the modern brands worn and publicized by their role models.

They buy the latest design products that are trending.



02. SMARTWACH

SW

PROFILE

They value quality, well-made garments, durability and technology. They buy well-known brands of clothing that also project a somewhat innovative image with a touch of modernity.

SHOPS

They buy clothes in single-brand and department stores where shopping is convenient and they find good service.

They shop online but prefer to buy their clothes in stores where the staff make recommendations and they can try the products on.

REASONS FOR BUYING

They look for brands with a solid track record that convey quality and know-how.

They consume good, high-quality products.



03. SOULFINDER

SF

PROFILE

"They are entrepreneurs or freelancers who love their work (graphic design, social innovation, architecture, design, etc.) and who seek projects with a purpose. When selecting the brands they consume, they choose those that have clear values such as sustainability."

SHOPS

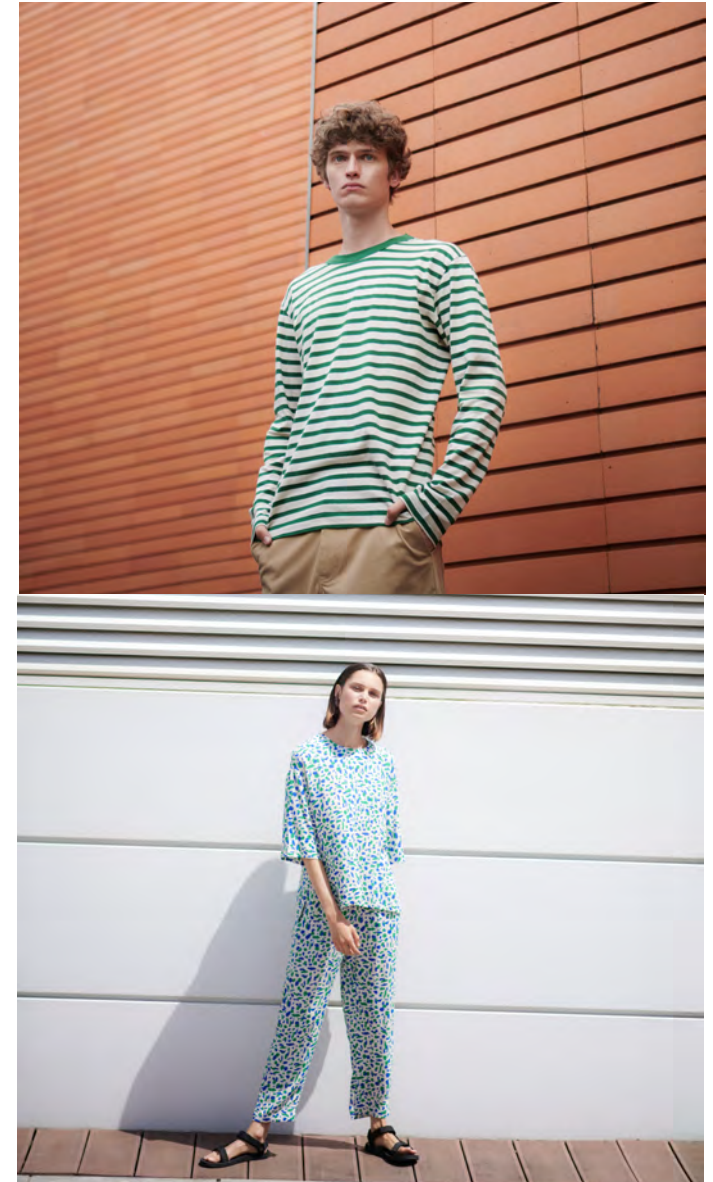
They look for experiences in shops where the sale of clothes is combined with art, music, design, etc.

Moderate use of online channels for shopping.

REASONS FOR BUYING

They are attracted to authentic brands, with messages and activities that reflect the values with which they connect.

They buy products that reflect their values or tell a story.





Customer

Narrative

Strategy

04

Customer Insights
Customer Segmentation

15

Design, Functionality & Sustainability

20

Communication strategy

DESIGN, FUNCTIONALITY & SUSTAINABILITY

NARRATIVE

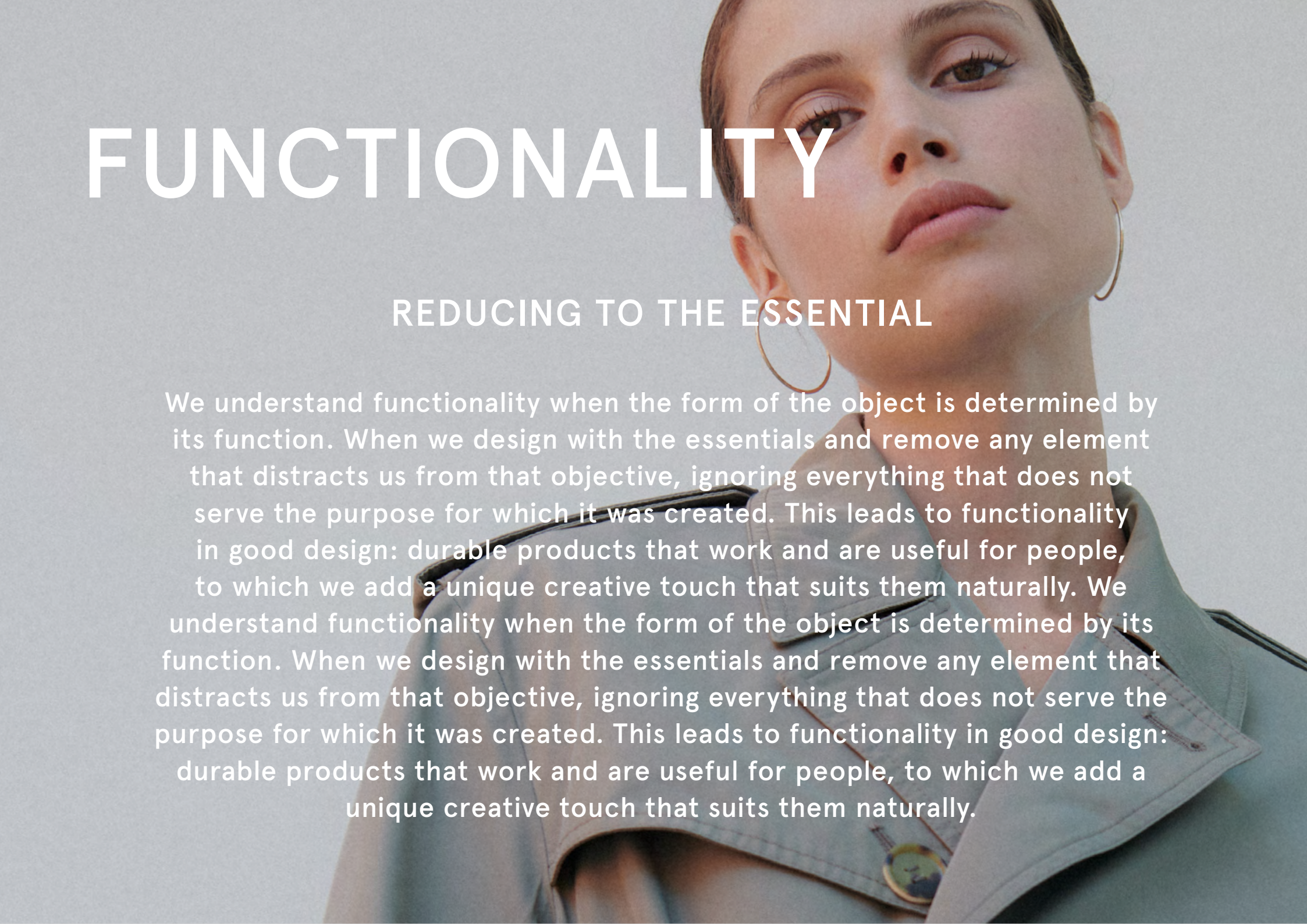


DESIGN

DESIGN THAT SHAPES THE FUTURE

What is really important about design today is that it shapes our environment. It creates a timeless aesthetic of honest functional collections that ask what future we are looking for.

FUNCTIONALITY

A woman with dark hair pulled back, wearing a light-colored trench coat and large hoop earrings, looking upwards and to the right. The background is a soft, out-of-focus grey.

REDUCING TO THE ESSENTIAL

We understand functionality when the form of the object is determined by its function. When we design with the essentials and remove any element that distracts us from that objective, ignoring everything that does not serve the purpose for which it was created. This leads to functionality in good design: durable products that work and are useful for people, to which we add a unique creative touch that suits them naturally. We understand functionality when the form of the object is determined by its function. When we design with the essentials and remove any element that distracts us from that objective, ignoring everything that does not serve the purpose for which it was created. This leads to functionality in good design: durable products that work and are useful for people, to which we add a unique creative touch that suits them naturally.

SUSTAINABILITY

THE FUTURE IN YOUR HANDS

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



Customer Narrative Strategy

04

Customer Insights
Customer Segmentation

15

Our voice
Design, Functionality & Sustainability

20

Communication strategy

THEMES

CONTENT

FUNCTIONALITY

Show that technology is a fundamental aspect of our garments: functional patterns, creating more technical materials that meet our needs better (R&D), and garment details with applied functionality, etc.

SUSTAINABILITY

We show the importance of taking care of the environment not only by using sustainable materials, but also by raising awareness among consumers of the impact of their choice of purchase, prioritizing quality over quantity and supporting partners with sustainable DNA

ART/CULTURE

Our role is to publicize contemporary art and culture: Illustration, graphic design, music and gastronomy, as well as sharing the projects we promote and contribute to

BRAND/WE

Show the user part of what Loreak Mendian is and what's behind it: history, shops, shop windows, offices, showrooms, fairs, teams, work in progress, etc.

+

FRIENDS, JOINT PROJECTS, SPONSORSHIP, EVENTS

**LOREAK
MENDIAN**

COMMUNICATION PLAN