

**LOREAK
MENDIAN**

**SS21
COMMUNICATION
HIGHLIGHTS**

Index_03

Design

Functionality

Sustainability

DESIGN

FEMININITY

This season we are expanding the range of flowing dresses and other garments. Close-fitting lines emphasizing the silhouette combined with light, loose and comfortable garments for day-to-day wear.





PRINTS AND GRAPHIC LOGOS

Trademark style: stripes printed on the garment, coloured fabrics, designs applied by hand using different techniques such as screen printing, embroidery, adhesives, etc. are back in force this summer.



SUITS

Suits with jackets and jumpsuits are a must in the Loreak Mendian SS21 season collection. Carefully-made clean-cut garments with pure lines to dress you from top to bottom.





DOT

After several seasons, Dot has made a place for itself in the brand. In this case, it offers 100% cotton garments in basic colours such as white, black, grey and navy blue.



FUNCTIONALITY

This season, more than ever, we wanted to highlight the practical aspect of so many Loreak Mendian garments. Fabrics that protect us, and are fresh, light, comfortable, etc. combined with convenient styles suitable for life in cities.

PARKAS AND OVERCOATS

We have reviewed the technical characteristics of outdoor wear, analysing the purpose for which each garment has been designed. Resistance to water, the lightness of the fabrics and breathability are among the concepts to consider.

- IMPERMEABILITY
- WATERPROOF
- LIGHTNESS OF FABRICS
- TECHNICAL

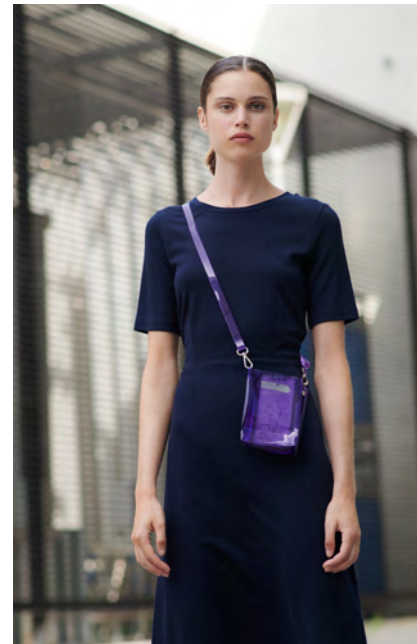




DRESSES

A variety of volumes and cuts to offer a balanced range and meet the needs of the different types of women in the market. Wide shirt dresses in poplin, dresses with close-fitting waist and sleeves, Lady style dresses and brightly coloured prints.

- VOLUMES
- STYLES
- FABRICS



TROUSERS AND BERMUDA SHORTS

Trousers and Bermuda shorts have become increasingly popular over the years. This season, we have reviewed every pocket, every button, every cut and the composition of every fabric so that each model is ideal for its purpose.

- VOLUMES
- ESTYLE
- FABRICS





SHIRTS

Shirts play an important role in the Loreak Mendian collections, as they do every season. This time the variety of volumes and styles is even greater. Shirts that combine perfectly with suits, eye-catching loose shirts, shirts that are almost dresses etc. A wide range of stripes, prints and fabric designs.

- VOLUMES
- ESTYLES
- FABRICS
- PRINTS



SUSTAINABILITY



ORGANIC COTTON

Natural fabric cultivated sustainably, without the use of fertilizers and pesticides. It does not contaminate the soil, nor is it harmful to the health of those who grow and handle it.



RECYCLED FABRICS

Textiles processed to give them a second life and thus reduce the environmental impact of each garment.



COMMITMENT

OEKO-TEX

Textile products that have been monitored and analysed to ensure that no substances that are harmful for health are present.

PFC FREE

Garments that do not contain polyfluorocarbons, free of toxic elements.

BLUE SIGN

Certificate that accredits sustainable, safe and environmentally responsible production by the manufacturer.

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