

FW23 COMFY DESIGN

LOREAK
BRAND STRATEGY
MENDIAN

LOREAK MENDIAN ©2022

FW23 COMFY DESIGN

LOREAK ONGI ETORRI MENDIAN

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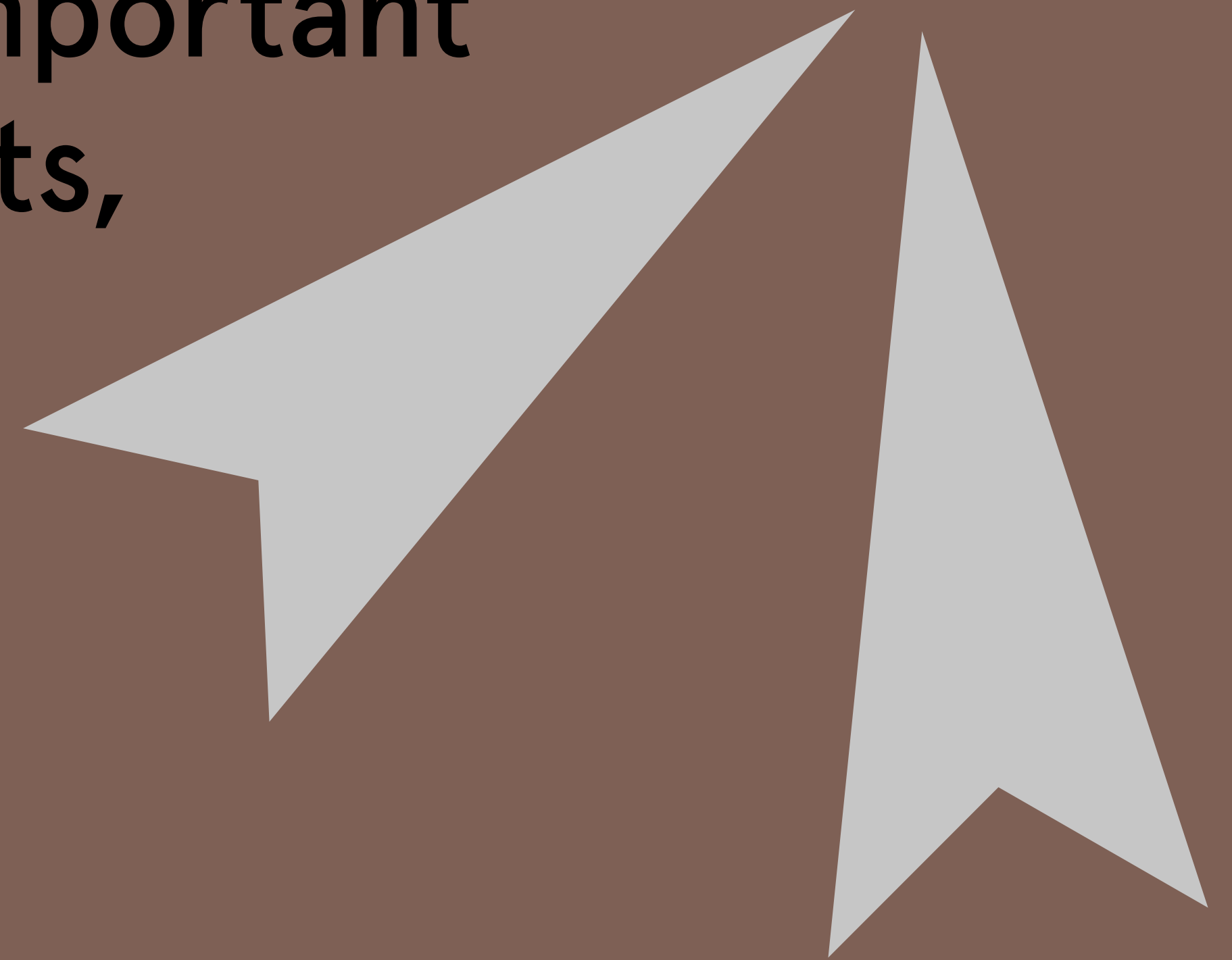
GABRIEL

BENJAMIN

THIBAUT

LOREAK MENDIAN / MOVE

We are in a process of defining who we are, in order to be coherent in our communication, in our collection and in the the important decisions we make (opening clients, collaborations, agents).



LOREAK MENDIAN / MOVE

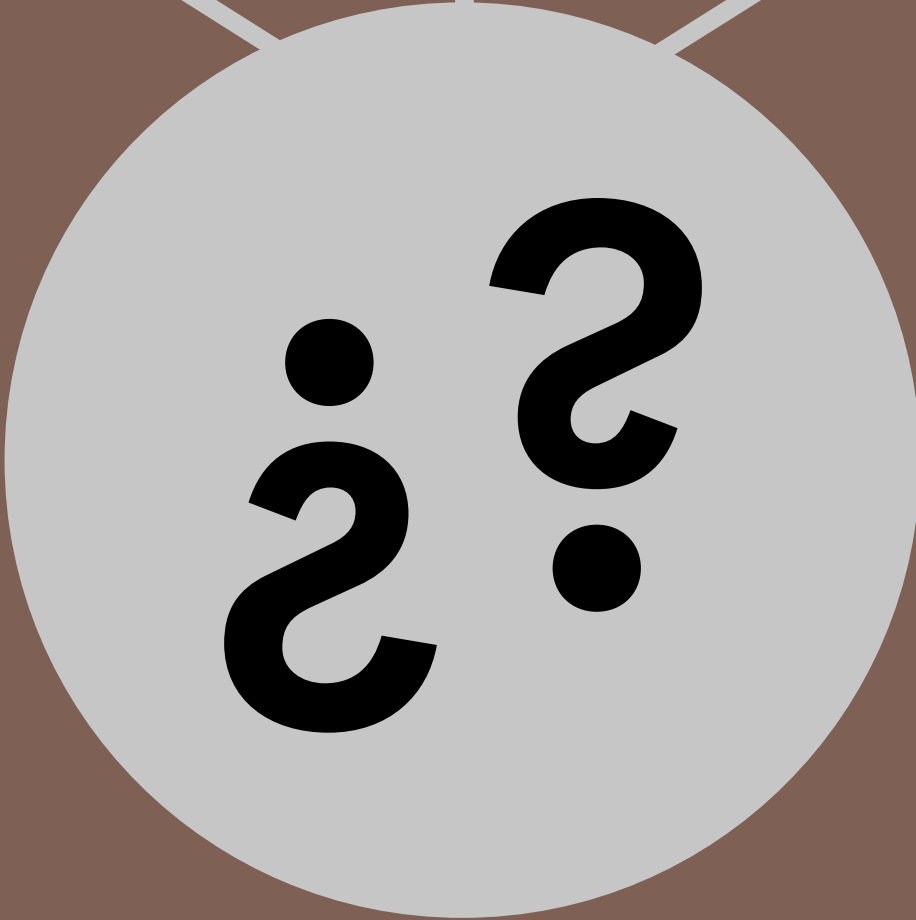
VALUES



TARGET



SEGMENTATION



LOREAK MENDIAN

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SIMPLE

Streetwear: training, workwear, outdoor, militar

**Simplicity will help us to better explain for what we do
and what we do it for to our clients and to potential
future collaborations.**

**It will help us to focus more on the values that really
differentiate us (our roots, our history as a brand, music,
art, surfing...).**

Thank you design and product team!!!