

LOREAK MENDIAN

FW24

RAW CITY

BRAND HISTORY

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Historia



LOREAK MENDIAN

1995

90’s, Loreak Menden begins to be seen in the club culture and graffiti on the streets of San Sebastian. The iconic daisy begins to greet in the bathrooms of some music halls of the city.

Thus, in 1995, the first Loreak Menden corner opened in the Old Part of San Sebastian. A place that also gathered DJs and music fans, who bought vinyls in the small anteroom of the store.

Always open to creativity, that first store had a screen printing workshop open to the public, where in addition to taking a T-shirt of the brand, you could learn about its creation process. small local production, that’s how Loreak Menden was born.

One of the first concept stores that brought together: clothing store, vinyl store and screen printing workshop.

Historia



Now

Today, Loreak Mendian remains true to its original creative and urban character. Its entry into TernuaGroup, together with global trends, have driven the brand to explore a sustainable territory throughout its production chain, reinforcing its commitment to the surrounding environment.

Streetwear fashion for everyone, for every day, to go out, travel, walk around the city, to move with freedom, personality, style.

Design and functionality united for everyday life.

Streetwear



OUTERWEAR
NORTH FACE



SPORTSWEAR
ADIDAS



MILITARY
ALPHA INDUSTRIES



WORKWEAR
CARHARTT

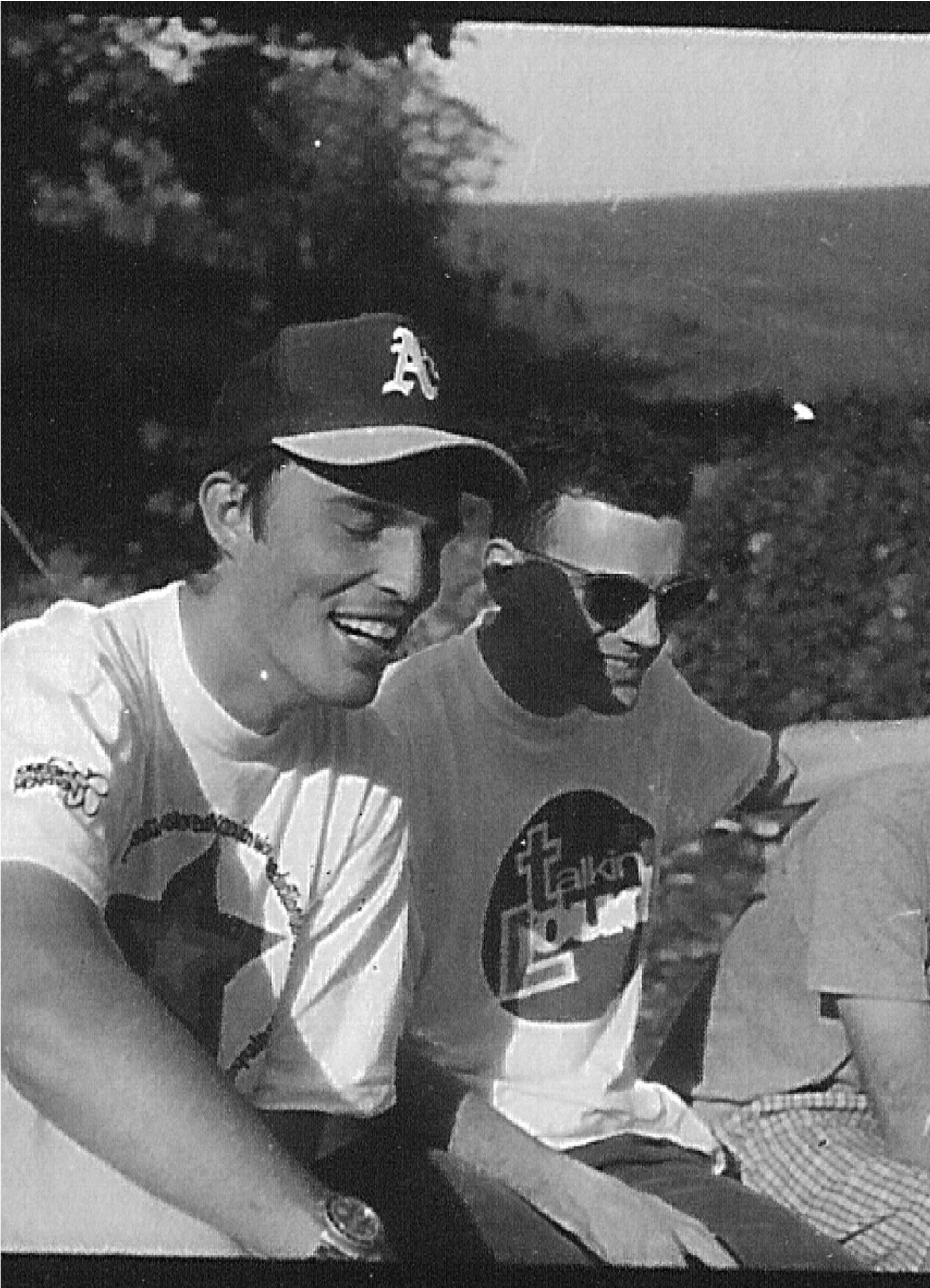
Nacimiento del Streetwear



LOREAK MENDIAN



Origen de Loreak Mendian



LOREAK MENDIAN



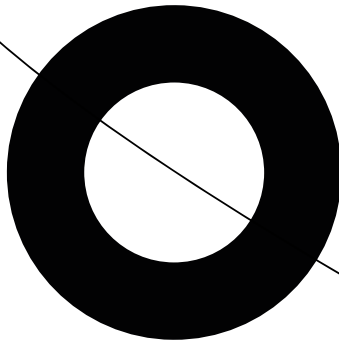
Valores

TIMELESS CARE

CAREFUL AND INNOVATIVE
ATTITUDE FOR A TIMELESS STYLE.
BEAUTY MADE HONEST.

CORPORATIVE

We promote honest fashion and
a natural, approachable and
empathetic way of being, which
moves consciences in an
interesting and attractive way.
We believe that sustainable
innovation and timeless design
help us to fulfill our ethical
commitment to our environment.



CREATIVE MINDSET

A CREATIVE ATTITUDE
TO DRESS OUR LIFE.
CREATIVITY TO WEAR.

ART, ROOTS & MUSIC

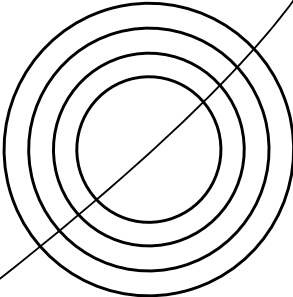
Creativity was our origin 25 years ago, it is the
legacy that we reinterpret and it will be the
lever that will project us into the future. we
apply creative thinking to our brand to enjoy,
connect with our people and respond to their
needs with suggestive, original and functional
solutions that transform contemporary life.

FUNCTIONAL
DESIGN

PERFORMANCE SOUL,
PUREST DESIGN WEAR.

DESIGN &
ARCHITECTURE

We offer high quality garments
based on a maxim: good design +
good manufacturing. This allows us
to achieve a perfect balance
between style and comfort, design
and functionality.

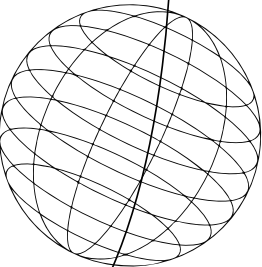


SMART-URBAN

NEW URBAN INSPIRATION
FOR WORLD CITIZENS.
THE WORLD IS OUR HOME.

MOBILITY & SUSTAINABILITY

There is an intelligent way of living in cities. Loreak Mendian
speaks from a city on the coast of the Cantabrian Sea,
surrounded by nature and nourished by its confluence of
cultural currents. A vital, bustling space, where there is room
for enjoyment and human contact. A responsible city, that
consumes with intelligence, whether it is fashion, gastronomy,
culture...



Target



LOREAK MENDIAN

Target

Men and women between 25-55 years old looking for “casual” clothing inspired by streetwear culture.

People who value authenticity, product design and the story behind the brand, that is, what it means to wear it, people who value exclusive products, but not at the price level as in luxury brands. They want a limited number of stock to be manufactured and something that differentiates them and keeps them away from fast fashion.

Loreak MENDIAN must solve with its garments and collections the different situations they encounter in life, in their daily lives. These people are looking for timeless and durable garments through conscious consumption. They are restless people looking for intelligent fashion that responds to the need to move, to dress with freedom, functionality and personality.

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