

MONOCLE × LOREAK MENDIAN



Monocle x Loreak Mendan

Monocle magazine was launched in 2007 to provide a briefing on global affairs, business, culture, design and much more.

We believed that there was a globally minded audience of readers who were hungry for opportunities and experiences beyond their national borders. Today, Monocle is published 10 times a year out of our HQs at Midori House and Dufourstrasse 90 in Zürich, and we now sell more than 80,000 copies per issue and have 24,000 subscribers and growing.



LOREAK MENDIAN

MONOCLE

The Collaboration Utility JKT

**STREETWEAR FOR
ANYONE WITH A BIT OF
WANDERLUST**

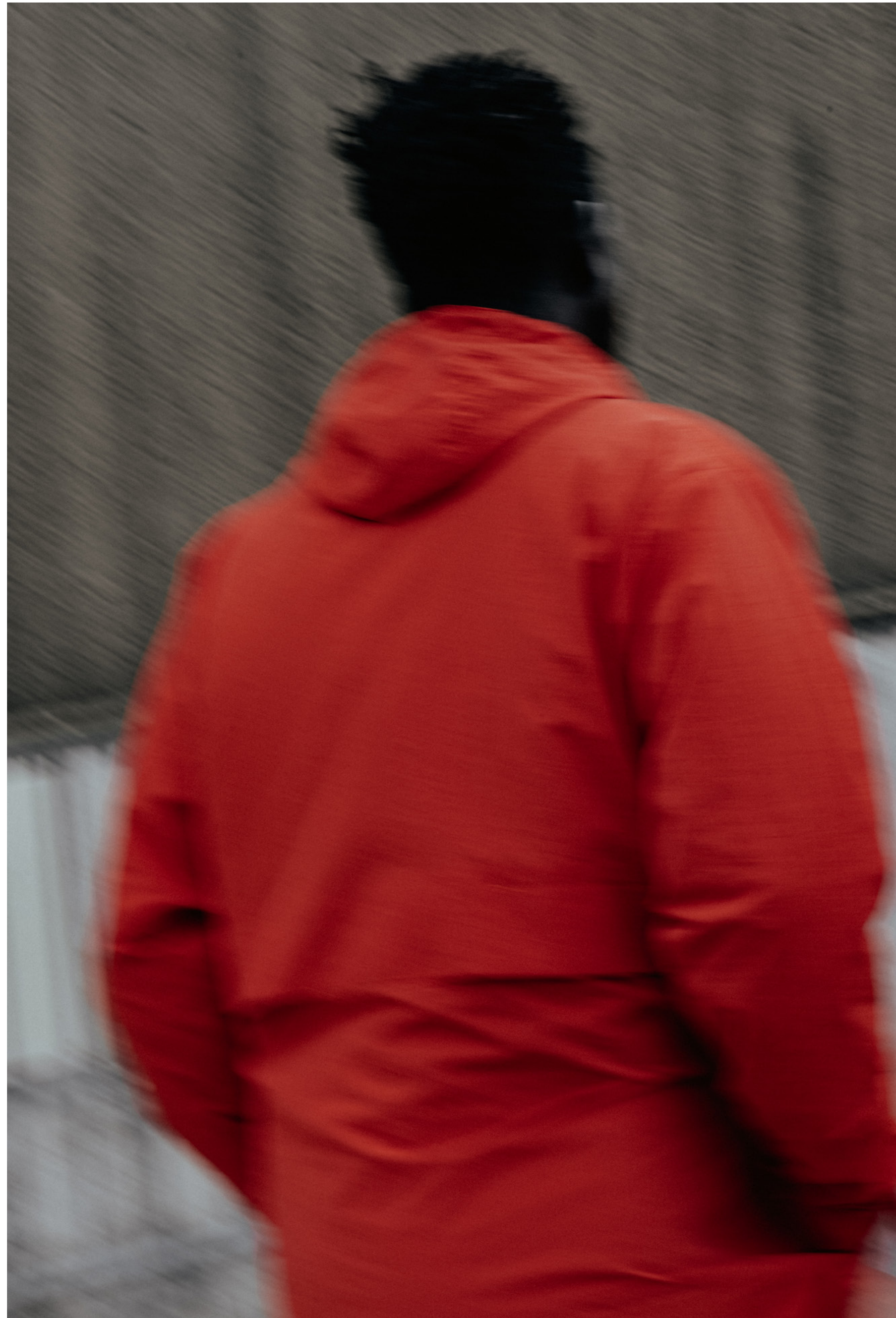
Loreak Mendian and Monocle magazine work together to create the Utility Jacket, a garment combining design and functionality, built to complement anyone who considers themselves an urban explorer.



The Collaboration JKT Presentation

The burnt orange jacket evoking warmth and comfort is designed for maximum functionality while travelling with large pockets to securely store devices, a planner, and bits and bobs. It also comes equipped with a variety of features sure to come in handy, including an adjustable hood, interior pockets and a two-way zip. The fabric is light, but also quite tough, made of recycled polyamide with a water-repellent treatment free of environmentally harmful fluorocarbons.

Its seventies adventure jacket-inspired design affords it a sturdy, timeless style.



Commercialization

Monocle Website Store

Loreak Mendian Stores

San Sebastián, Bilbao, Madrid and Website

Selected Stores

Presentation event
September

Presentation event in Loreak Mendian Madrid shop.

MAD Jkt Presentation Event



MAD Jkt Presentation Store Windows



MAD Jkt Presentation

RRSS



MAD Jkt Presentation Landing

10% DE DESCUENTO SUSCRIBIÉNDOTE A NUESTRA NEWSLETTER

LOREAK MENDIAN

Colección Marca Tiendas

Newsletter Buscar Español Inicio de Sesión Cesta ()



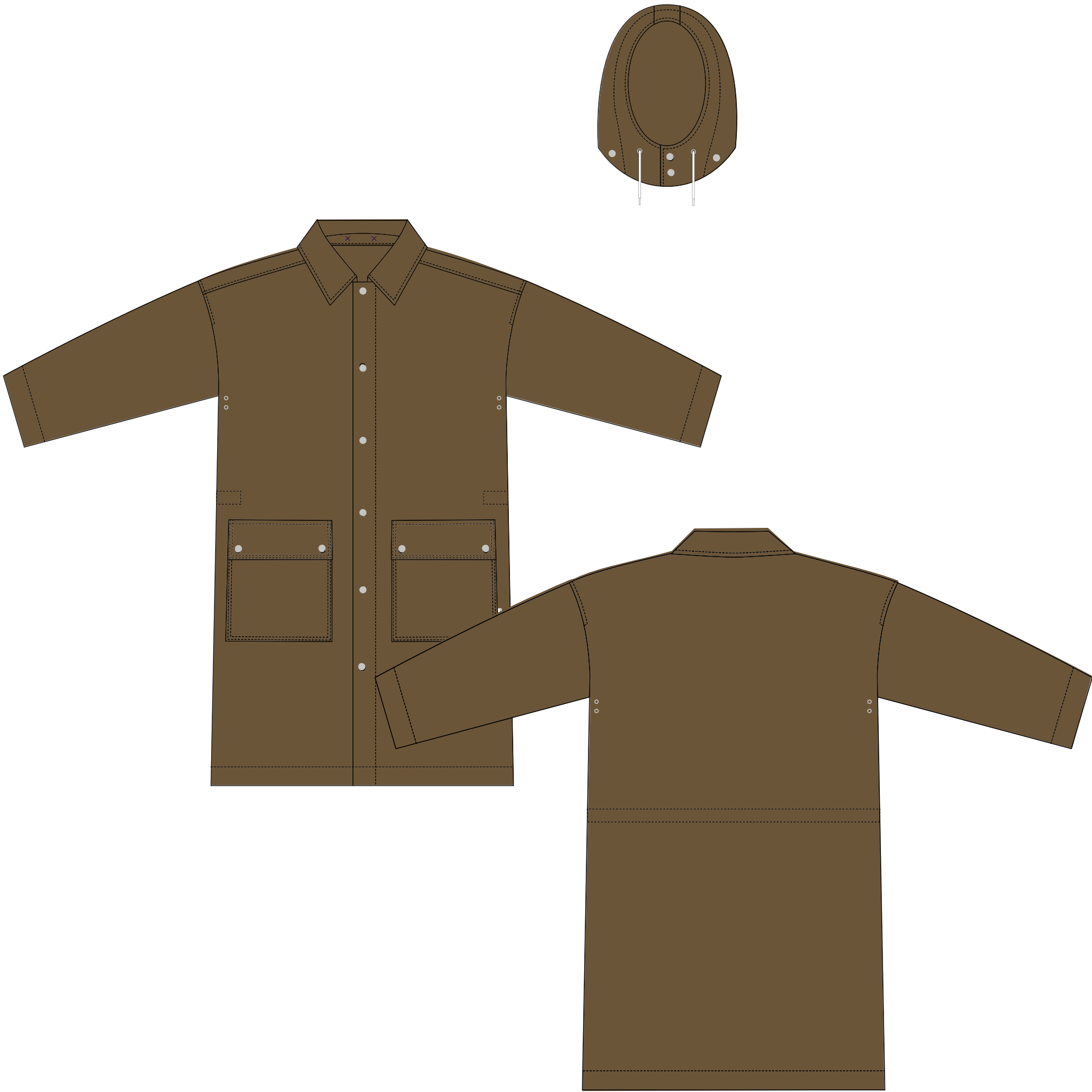
Utility Jacket

Exclusively for MONOCLE

LOREAK MENDIAN

MONOCLE

The Collaboration NEXT



Monocle Marlene



The Collaboration

NEXT



Monocle Ibabe Coach



A photograph of a person in an orange jacket and dark pants walking up a set of concrete stairs in a subway station. The walls are made of grey brick, and the ceiling is dark. A sign with the letter 'A' is visible on the left wall. The text 'MONOCLE X LOREAK MENDIAN' is overlaid in white, serif font across the middle of the image.

MONOCLE X LOREAK MENDIAN