

A person wearing a bright orange jacket and dark pants is walking up a set of concrete stairs in a subway station. The stairs are flanked by grey brick walls and have metal handrails. The person is carrying a dark backpack. The scene is dimly lit, with a bright light source visible at the top of the stairs. The text "MONOCLE X LOREAK MENDIAN" is overlaid in white, serif font across the middle of the image.

MONOCLE X 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 FUNCIONAL PARA ALMAS VIAJERAS

Loreak Mendian y Monocle Magazine colaboran en la creación de la Utility Jacket, una prenda que fusiona diseño y funcionalidad, nacida para complementar a todos los que se consideran exploradores urbanos.



The Collaboration

JKT Presentation

La prenda, de un naranja quemado que evoca calidez y confort, está pensada para una máxima funcionalidad en el viaje, con amplios bolsillos donde poder almacenar objetos, agenda y aparatos de forma segura. Además, incluye todo tipo de ajustes que aportan la solución para cada momento, como una capucha ajustable, bolsillos interiores o la cremallera YKK de doble carro.

Su diseño inspirado en las chaquetas de aventura de los años 70 la dota de un estilo sólido y atemporal.



Commercialization

Monocle Website Store

Loreak Mendian Stores

San Sebastián, Bilbao, Madrid and Website

Selected Stores

Presentation event
September

Evento de presentación de la guía Monocle de España en la tienda Loreak Mendian de Madrid, donde también se presentará la pieza creada como colaboración.

LOREAK MENDIAN

MONOCLE

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

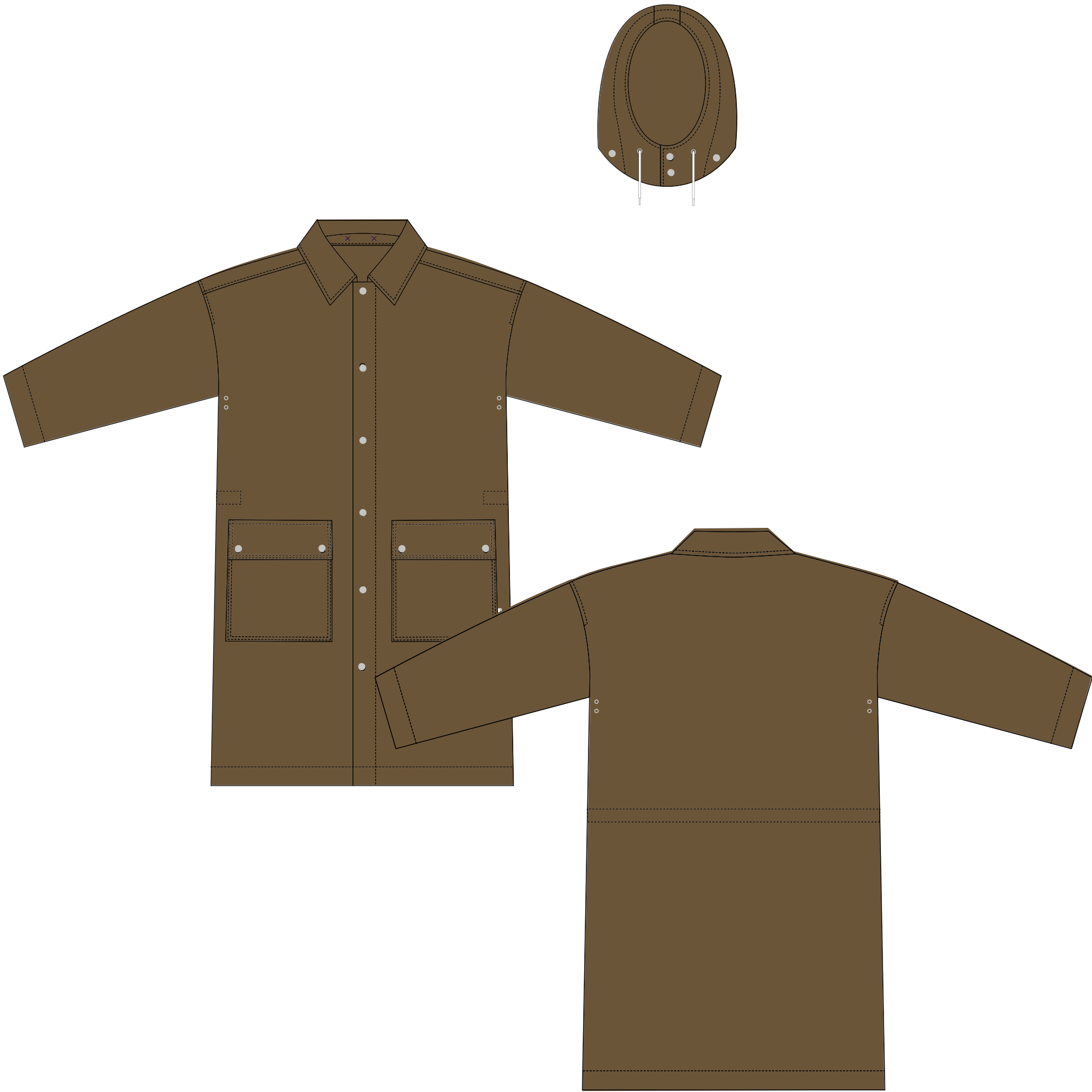
Newsletter Buscar Español Inicio de Sesión Cesta ()



LOREAK MENDIAN

MONOCLE

The Collaboration NEXT



Monocle Marlene



The Collaboration

NEXT



Monocle Ibabe Coach



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