

LOREAK MENDIAN
JL Goenaga

JL Goenaga

2024

Capsule Collection

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0-16.5 goenaga

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JL Goenaga

A Basque expressionist painter born in 1950, one of the most important living painters of the 20th century who works on ethnographic themes, cave art, Basque mythology and landscape inspired by the local terrain and climate. He uses earthy and dark colours in a very recognisable style.

Goenaga looks at the world through contemporary eyes. Guided by immediate reality, he understands art as a harmony with nature and depicts his surroundings, the forest, the landscape, matter.

At Loreak Mendian, we want to explore a connection with Goenaga that goes beyond fashion and art. We want to create a boundless idea that is sustainable and enduring. A collaboration that explores our roots, enhances our creative vision of the world and reinforces our commitment to sustainability and functionality.



1

La Concha

La Bahía de la Concha is an icon of our city, San Sebastian, which we claim as an element to be proud of and which JL Goenaga has developed a unique perspective of over the years, at different moments, in different seasons and from different perspectives.

The perspective of the painting we've chosen is from the approximate point of view of the first Loreak Mendian shop.



2_Collection

2
T-shirt



2 Jacket



2
Hooded Jacket



2
Collection



2
Accessories

Tote & Láminas



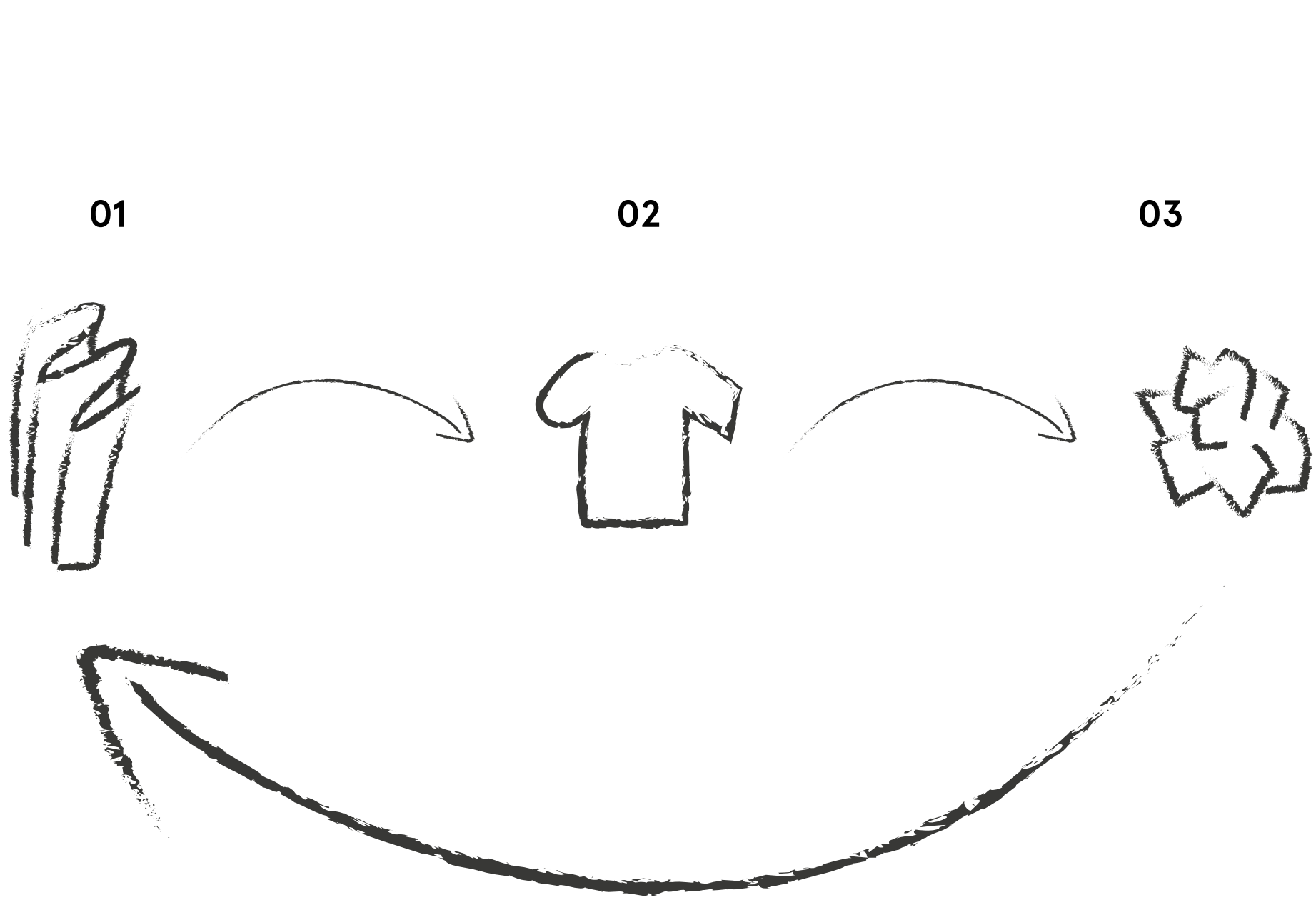


3_Monomaterial

3

Monomaterial

- 1- We create a recyclable material for the future reclamation of the garment.
- 2- We design garments using only this material so as not to contaminate recycling.
- 3- We recycle the fabrics and reuse them.



4_Erabat

4

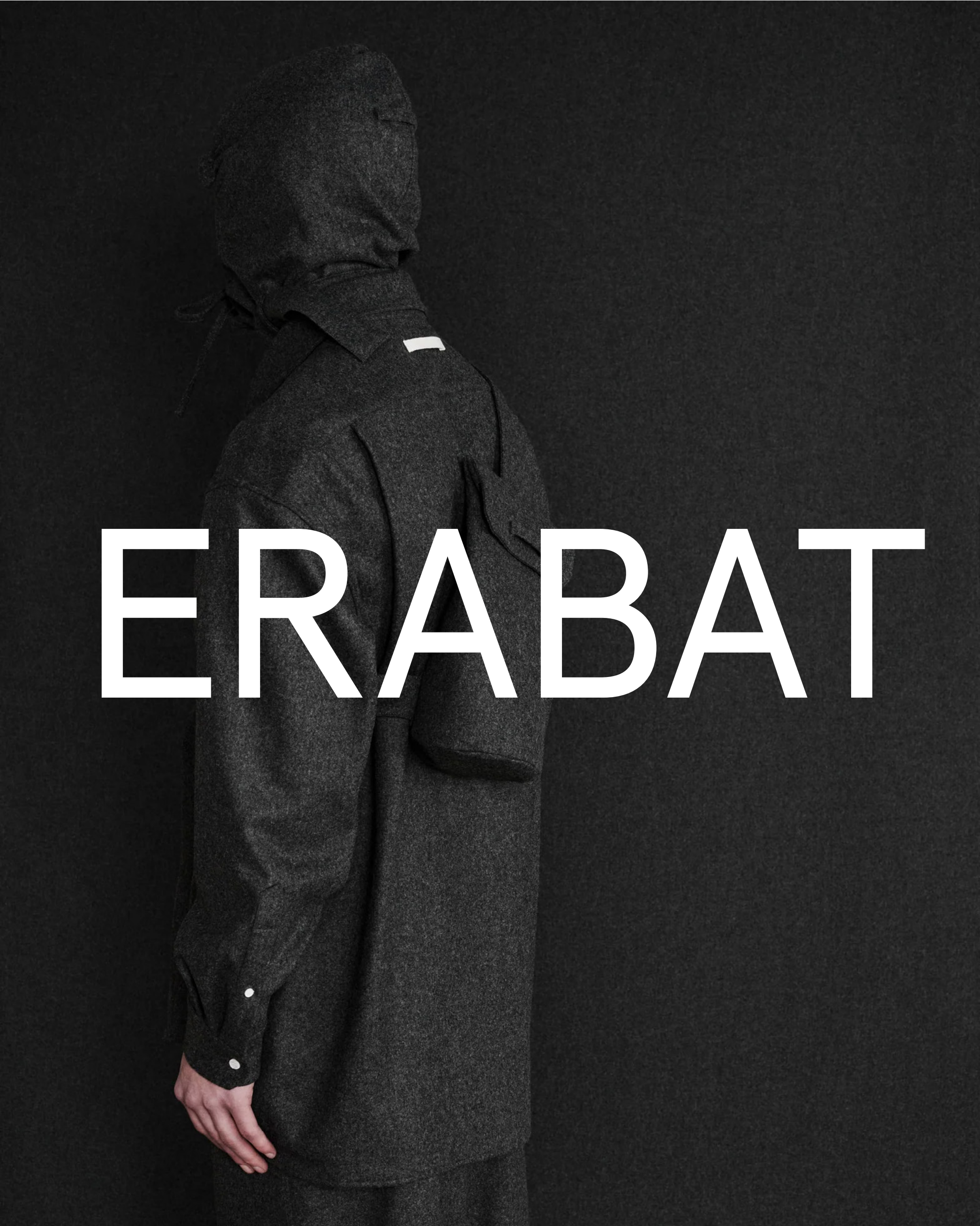
Erabat

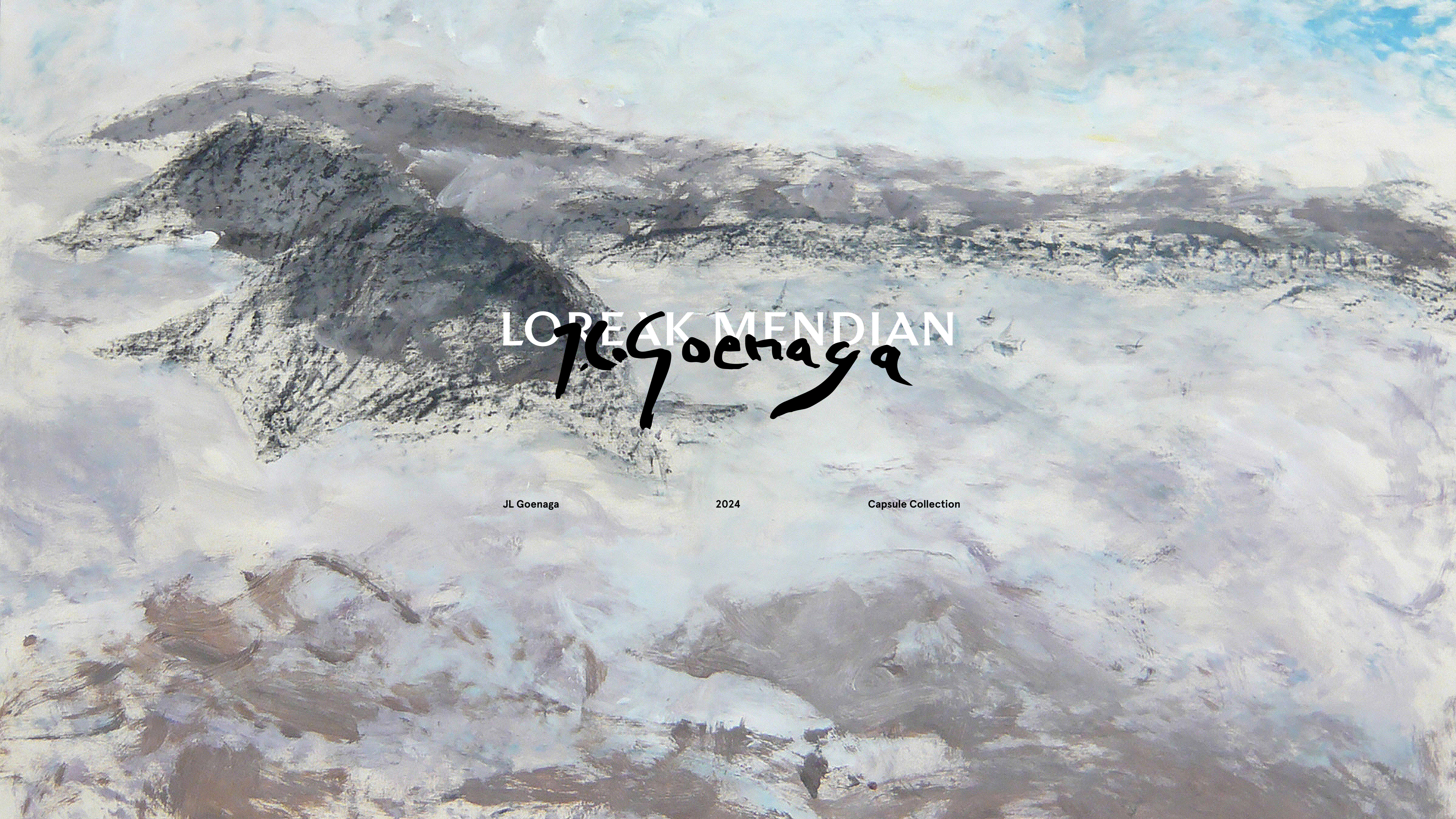
ERABAT means to do something thoroughly, root and branch.

It is not to doubt, but to create with conviction, to do so completely, fully, all the time. ERABAT is a collection of garments made from a single material to make it 100% recyclable, erabat.

It's time to create garments that are totally convertible into new ones.

It's time to create the infinite from the singular.
It's...
the Monomaterial Age,
ERABAT.



An abstract painting of a mountain landscape. The scene features a prominent, dark, craggy mountain peak on the left side, rendered with thick, textured brushstrokes in shades of brown, grey, and black. The surrounding landscape is a mix of light and dark tones, suggesting mist, clouds, or a vast, open plain. The sky is a pale, hazy blue with soft, wispy clouds. The overall style is impressionistic and expressive, with a focus on light and atmospheric perspective.

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