



LOREAK MENDIAN JL Goenaga

JL Goenaga

2024

Capsule Collection

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0-16.5 goenaga

JL Goenaga

Basque expressionist painter born in 1950, one of the most relevant living painters of the 20th century who work ethnographic themes, rock art, Basque mythology and the landscape inspired by the local orography and climate. Using dark, earthy colors in a painting very recognizable.

Goenaga looks at the world with contemporary eyes. Guided by the closest reality, he understands art as a harmony parallel to nature and he reinterprets his environment, the forest, the landscape, the subject.

With Goenaga, at Loreak Mendian we want to explore a link beyond fashion and art. We want create an infinite idea that is permeable and lasting. A collaboration that explores our roots, enhances our creative vision of the world and reinforces our commitment to sustainability and functionality.



La Concha

La Concha Bay as an icon of our city, San Sebastián, which we claim as an element to be proud of and with a very special look that JL Goenaga has developed over time, at different times, seasons and from different perspectives.

The perspective of this painting that we have chosen is painted approximately from the view of the first Loreak Mendian store.



2_Collection

T-Shirt

White t-shirt, long sleeves.



Jacket

The icon of the collection, one of the most special pieces.



Hoodie



Tote

Tote Bag with embroidery and patch.



Patch



Collection

All garments in the collection.



3_Erabat

Erabat

ERABAT is to do something completely, at the root, at all. It is not to hesitate, to create with conviction, to do it, entirely, totally, all the time.

ERABAT is a collection of garments made with only one material to make possible its 100% recycling, erabat.

It’s time to create totally convertible garments into new ones. It’s time to make one, infinite.

It’s...
the Monomaterial Age,
ERABAT.



Commercialization

Loreak Mendian Stores

San Sebastián, Bilbao, Madrid and Website

Event

(TODAY)



RRSS

LOREAK MENDIAN

loreakmendianofficial

JL GOENAGA

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loreakmendianofficial ¡Hoy es un día especial en Loreak Mendian! Estamos emocionados de anunciar la inauguración de nuestra colaboración con el talentoso artista Juan Luis Goenaga. Ven a nuestra tienda en la calle Garibay y descubre esta fusión única de moda y arte. ¡Te esperamos para celebrar juntos esta nueva etapa! #LoreakMendian #JuanLuisGoenaga

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Landing

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Cesta 0

Loreak Mendian x JL Goenaga

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