



Ofr. Paris 2/032 × LOREAK MENDIAN

OFR + Loreak Mendian



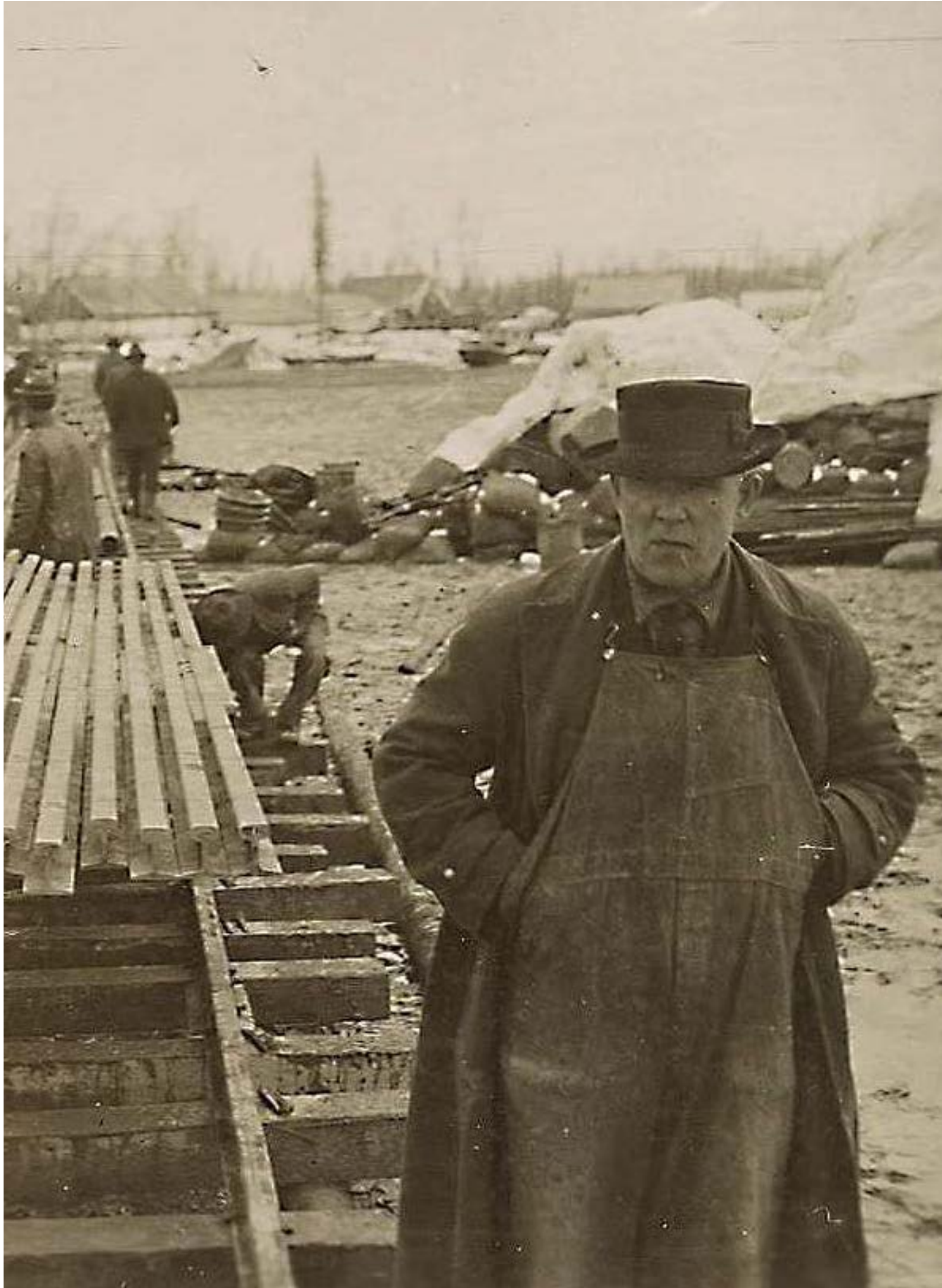
Two lovers of culture, inspired by the contemporary, two cities with history that always look to the future, two brands with personality that want to join forces to break the mold together. Loreak Mendian& Ofr. a collaboration that will write the pages of fashion.

The pages of modern Parisian culture cannot be understood without mentioning Ofr, a fusion of bookstore, gallery and fashion boutique. From Loreak Mendian we have followed the trail of this creative epicenter closely, also growing along with them, in a professional, personal and artistic relationship. Our relationship began between books and stands, at a fair in Paris called Who's Next where we exhibited one of our first collections. And from the fair to their backroom, where we set up a showroom in their premises near the Canal Saint Martin, in the Republique area.

Many have been the trips that have connected us with the French capital, both there and here, as Michaela and Alex, its owners, have visited us in Donosti several times in our Loreak Mendian stores.

We have enjoyed chats in cafes, dinners in the taverns of our city, visits to inspiring places... Always sharing concerns, ambitions and projects. A professional evolution, friendly and also, of mutual recognition. Thus, while Loreak Mendian has been transforming and growing, Ofr. has also been evolving and positioning itself as a reference in the art, design and culture scene. It has been several years since this reference for the French culture ventured into merchandising, being a great success and having a very good reception among Parisians and visitors.

Worker Clothing Collaboration



Ofr went on to open a store just to sell custom apparel and accessories with Ofr labels and it was named "Travail". In OFR they are big fans of workwear and military clothing. In many occasions they have for sale second hand hacked garments with Ofr in print, or labeling, or new reproduction items simulating Vintage styles...generic.

OFR is Street Style culture and for this first capsule we have decided to go for "work clothes". In the future we will start with the design of other types of military garments.

LOREAK MENDIAN

OFR PARIS

(01) OFR TEE

NEW

PINK



WHITE



NAVY



COACH JACKET



The Collection

- (01) OFR TEE
- (02) OFR HOODIE
- (03) OFR CREW
- (04) OFR TRAVAIL PANT
- (05) OFR TRAVAIL JKT
- (06) OFR TRAVAIL CAP
- (07) OFR TRAVAIL TOTE



Commercialization

Ofr. Stores

Paris, Seúl, Tokio

Loreak Mendian Stores

San Sebastián, Bilbao, Madrid and Website

Selected Stores



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