

A man and a woman are sitting on a red lounge chair in a grassy field. The man is on the left, smiling, and the woman is on the right, looking at the camera. They are both wearing matching colorful patterned shirts. The background is a lush green field.

LOREAK MENDIAN

SS26

BRAND HISTORY

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History



LOREAK MENDIAN

1995

90's, Loreak Menden begins to be seen in the club culture and graffiti on the streets of San Sebastian. The iconic daisy begins to greet in the bathrooms of some music halls of the city.

Thus, in 1995, the first Loreak Menden corner opened in the Old Part of San Sebastian. A place that also gathered DJs and music fans, who bought vinyls in the small anteroom of the store.

Always open to creativity, that first store had a screen printing workshop open to the public, where in addition to taking a Tshirt of the brand, you could learn about its creation process. small local production, that's how Loreak Menden was born.

One of the first concept stores that brought together: clothing store, vinyl store and screen printing workshop.

History



LOREAK MENDIAN

Now

Today, Loreak Mending remains true to its original creative and urban character. Its entry into TernuaGroup, together with global trends, have driven the brand to explore a sustainable territory throughout its production chain, reinforcing its commitment to the surrounding environment.

Streetwear fashion for everyone, for every day, to go out, travel, walk around the city, to move with freedom, personality, style.

Design and functionality united for everyday life.

Streetwear



OUTERWEAR
NORTH FACE



SPORTSWEAR
ADIDAS



MILITARY
ALPHA INDUSTRIES



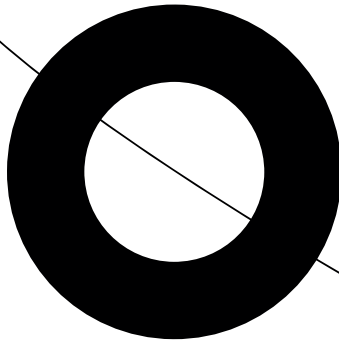
WORKWEAR
CARHARTT

TIMELESS CARE

CAREFUL AND INNOVATIVE
ATTITUDE FOR A TIMELESS STYLE.
BEAUTY MADE HONEST.

CORPORATIVE

We promote honest fashion and a natural, approachable and empathetic way of being, which moves consciences in an interesting and attractive way. We believe that sustainable innovation and timeless design help us to fulfill our ethical commitment to our environment.



CREATIVE MINDSET

A CREATIVE ATTITUDE
TO DRESS OUR LIFE.
CREATIVITY TO WEAR.

ART, ROOTS & MUSIC

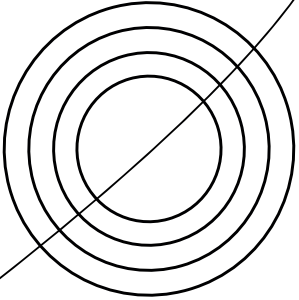
Creativity was our origin 25 years ago, it is the legacy that we reinterpret and it will be the lever that will project us into the future. We apply creative thinking to our brand to enjoy, connect with our people and respond to their needs with suggestive, original and functional solutions that transform contemporary life.

FUNCTIONAL DESIGN

PERFORMANCE SOUL,
PUREST DESIGN WEAR.

DESIGN & ARCHITECTURE

We offer high quality garments based on a maxim: good design + good manufacturing. This allows us to achieve a perfect balance between style and comfort, design and functionality.

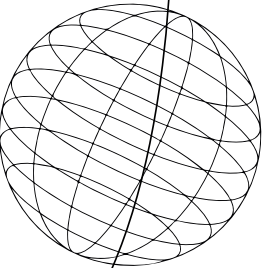


SMART-URBAN

NEW URBAN INSPIRATION
FOR WORLD CITIZENS.
THE WORLD IS OUR HOME.

MOBILITY & SUSTAINABILITY

There is an intelligent way of living in cities. Loreak Mendian speaks from a city on the coast of the Cantabrian Sea, surrounded by nature and nourished by its confluence of cultural currents. A vital, bustling space, where there is room for enjoyment and human contact. A responsible city, that consumes with intelligence, whether it is fashion, gastronomy, culture...



Target



LOREAK MENDIAN

Target

Men and women between 25-55 years old looking for “casual” clothing inspired by streetwear culture.

People who value authenticity, product design and the story behind the brand, that is, what it means to wear it, people who value exclusive products, but not at the price level as in luxury brands. They want a limited number of stock to be manufactured and something that differentiates them and keeps them away from fast fashion.

Loreak MENDIAN must solve with its garments and collections the different situations they encounter in life, in their daily lives. These people are looking for timeless and durable garments through conscious consumption. They are restless people looking for intelligent fashion that responds to the need to move, to dress with freedom, functionality and personality.



LOREAK MENDIAN