BrandBook

MUNICH



MUNICH

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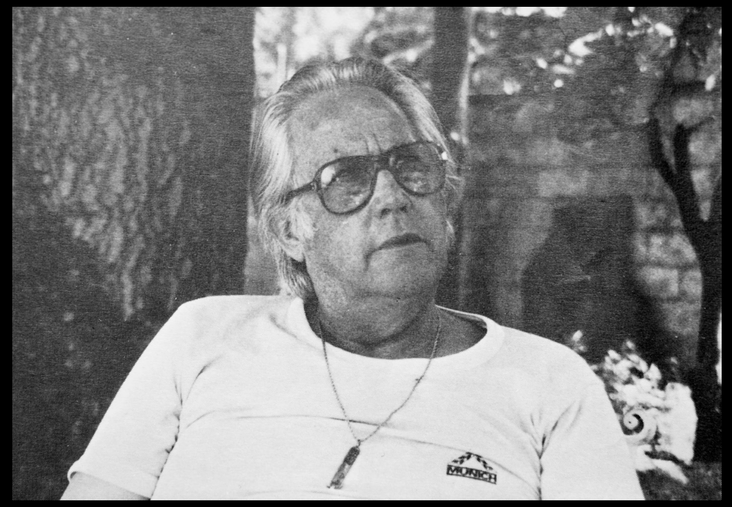
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History of the brand

The first MUNICH factory, now abandoned, was the origin of a family business that evolved into a benchmark in sports footwear and urban fashion. Founded by Lluís Berneda in 1939, after a challenging period, the company grew from a small shoemaking workshop into a consolidated brand. His grandson, Xavier Berneda, now CEO of Bern2Run, grew up surrounded by soles and laces, learning the values of perseverance, innovation, and teamwork. With the rebranding to MUNICH and the introduction of the iconic “X,” the company transformed into a brand with its own identity. The Berneda family has built a legacy rooted in tradition, design, and passion, proving that success is the result of constant work and an entrepreneurial vision.



Lluís Berneda,
Founder of MUNICH

1939

- **Lluís Berneda** founded a small footwear factory in Sant Boi de Llobregat after the Spanish Civil War.

- This marked the beginning of what would later become the **MUNICH brand.**



Former location
in Sant Boi de
Llobregat of the first
shoemakers’ workshop.

1940s

(1940–1950)

- Launch of the first low-cut football boot, marking a milestone in the brand's evolution.



Sketches and drawings of the first boots.



1950s

(1950–1960)

- In 1950, the brand specialized in technical sports footwear.

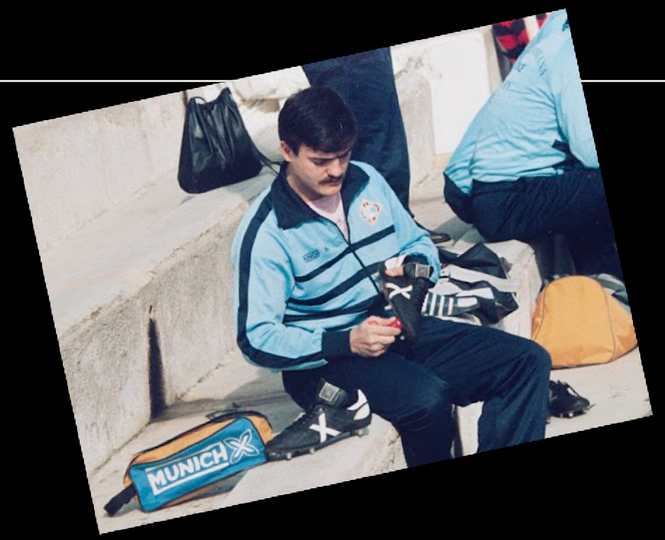
- In 1953, it entered the world of athletics.

- It became a pioneer in Spain in the manufacturing of footwear for rugby, handball, and boxing.

1960s
(1960–1970)

- In 1964, **BERNEDA S.A.** adopted the name MUNICH.

- The iconic **‘X’** was introduced on its





1970s
(1970–1980)

- The factory was relocated to **Vilanova de Espoia.**

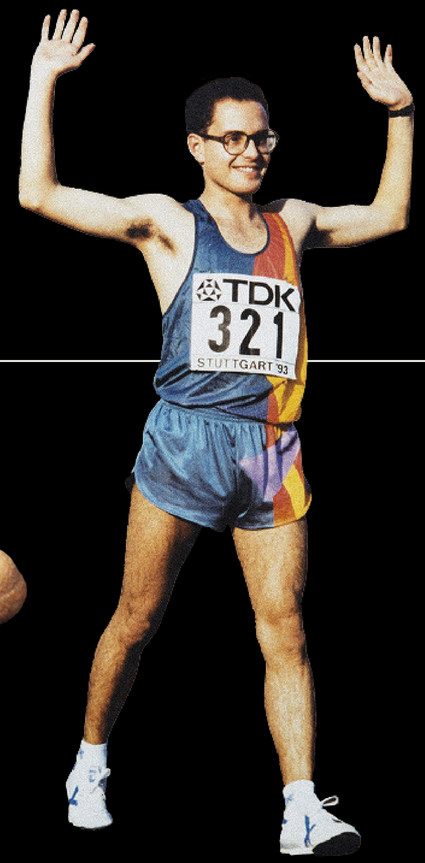
- Daily production increased to **300 pairs.**

1980s/1990s
(1980–2000)

- Rise of futsal in Spain.

- Launch of the **GOAL** model, which became the flagship product.





Athlete Valentí Massana

2000s

- The third generation of the Berneda family drove MUNICH's entry into **streetwear fashion**.

- The GOAL model was **reissued for the streets**.

- The **export** department was created.

Interior view of Casa Munich.



Visual from the 'Notecortesunpelo' campaign.



- Iconic models: **ACROPOL, ROC, OSAKA**.

- **2008: Opening of Casa Munich**, the first flagship store.

- Expansion to over **18 physical stores** and a strong online presence (including Munich My Way for customization).

2010s



- 2013: Launch of the accessories division (bags, backpacks, etc.).

- 2017: Introduction of the STB line, **lifestyle sneakers** with a sports focus.

- Featured models: **DASH PREMIUM, G3 JEANS, ARROW, MODULAR.**

Present scenario

- MUNICH positions itself as a benchmark in the athleisure trend, blending fashion and functionality with an urban style.contemporáneo.

Stupa Pad X and Soku campaign.





- MUNICH launches its **padel footwear** line (SMASH and BLOCK models).

- 2019: **Introduction of sportswear** (sweatshirts and tracksuits).

- New collections developed for **field hockey** (HOOK model) and **handball** (IMPULSE model, along with GOALKEEPER and ARQUERO for goalkeepers).

Values

MUNICH’s values focus on the pursuit of authenticity, innovation, and personal expression. Rooted in Barcelona, the brand combines tradition and modernity to offer products that connect with a dynamic, creative, and cosmopolitan lifestyle.

Its aim is to inspire and encourage individuals to express their personal style through its values and qualities:

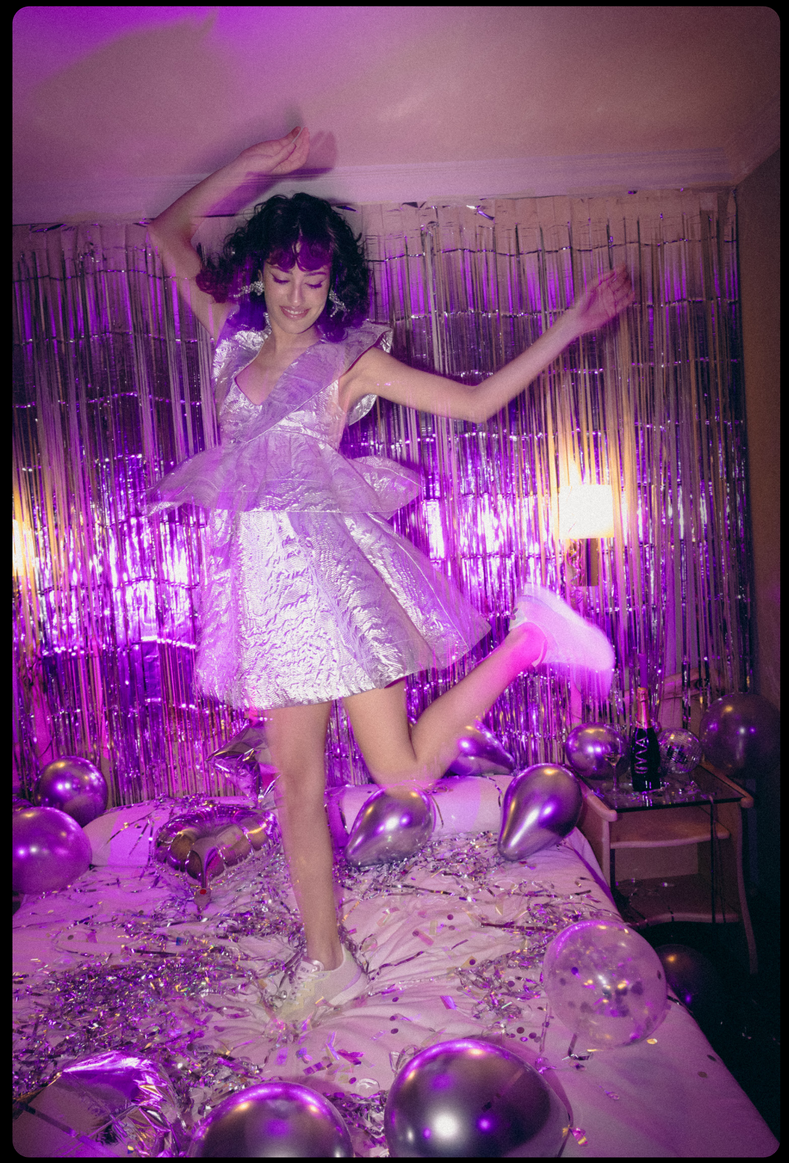
INTUITION
The ability to anticipate and identify new industry trends.

PROVOCATION AND BOLDNESS
Through its character and design, it never goes unnoticed.

EXCELLENCE AND AUTHENTICITY
Heirs to the shoemaking craft, its expertise, and know-how.

FUN
Adopts a relaxed, approachable, and casual tone.

CREATIVITY AND COSMOPOLITANISM
Always at the forefront of design and innovation.





Design

MUNICH’s design philosophy combines artisanal tradition, constant innovation, and authenticity. Rooted in Barcelona, the brand fuses its family legacy with a modern vision, highlighting the iconic “X” as a symbol of style and functionality.

Its core values—authenticity, creativity, and self-expression—are reflected in high-quality designs that blend fashion and sport. MUNICH does not follow trends; it creates identity through each of its sneakers.

In-house manufacturing and distribution

MUNICH has consolidated its prestige through efficient and sustainable production. Its main plant in Vilanova d'Espoia (Barcelona), spanning 1,750 m^2 and employing 54 people, combines craftsmanship with technology. The company also operates a factory in Elche specialized in vulcanization. It produces around 250 pairs daily, with an average of 45 minutes per pair, and stands out for its customization capabilities—from a single pair to large-scale volumes.

Efficient and Global Logistics

MUNICH manages a global logistics network for both B2B and B2C clients, with 6 warehouses and an annual capacity of 281 containers. It handles approximately 21,900 shipments per month. In Catalonia, the brand operates 3 of its own trucks for internal and retail distribution. Its Second Life program promotes recycling and sustainability, encouraging responsible consumption.



Innovation

MUNICH is committed to innovation as a balance between aesthetics, functionality, and character. It has been a pioneer in merging fashion and sport, adapting athletic models to streetwear. Through its R&D, it has enhanced materials and processes, creating functional footwear and accessories for disciplines such as futsal, padel, and handball, competing with the leading brands in the industry.



Sustainability

MUNICH works to be present without compromising the future of the next generations. Our goal is to leave a positive footprint on the planet.

Eco-design and sustainable materials

Use of recycled materials, organic cotton, and sustainable textiles to reduce environmental impact. The Recycled accessories collection is made from recycled materials sourced from plastic bottles.

Repair, reuse, and product care

Repair and care services to extend the product's lifespan.

Traceability and transparency

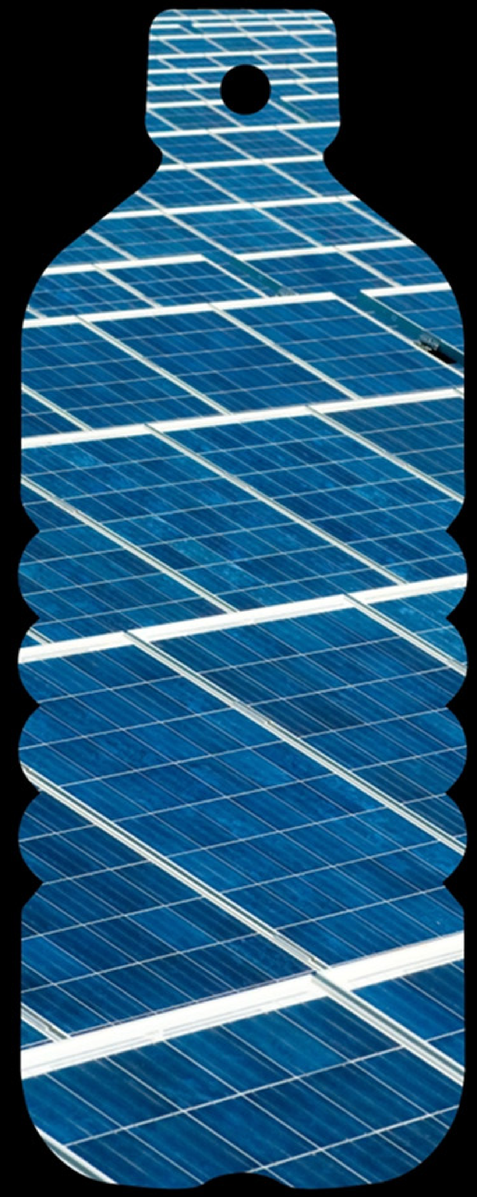
We foster transparency through the development of the digital passport, incorporating product life cycle analysis and traceability of our suppliers.

Carbon footprint reduction

Use of recycled materials, organic cotton, and sustainable textiles to reduce environmental impact. The Recycled collection is made from recycled materials sourced from plastic bottles, which represent approximately 80% of the composition of each bag.

Ethics and Social Responsibility

Labor audits and collaboration with foundations to broaden its social impact.



Marketing

MUNICH has built its marketing strategy on a strong identity that fuses sport and fashion, positioning itself as a brand with its own personality.

It focuses on experiential marketing in physical stores and operates with a multichannel strategy, combining retail presence, e-commerce, and social media.











Fashion

MUNICH FASHION reflects the brand’s innovative and creative spirit, constantly reinventing its products to deliver relevant newness to consumers. Its collections are characterized by being timeless, versatile, and suitable for both work and leisure, blending functionality with style. This is MUNICH’s most casual line, made up of different business categories:

Men’s footwear



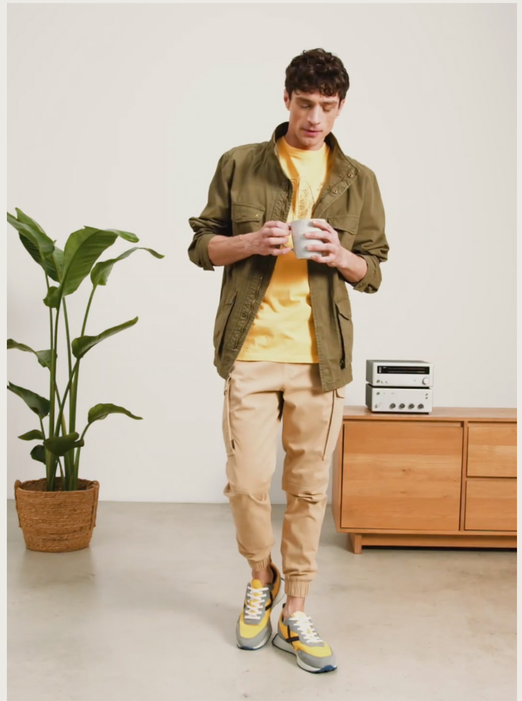
Women’s footwear



Kids footwear



Textile



Bags



Moda

MUNICH FASHION FOOTWEAR

Within each footwear category, MUNICH MODA offers three distinct style lines:



ORIGINAL

Redesign of the brand's iconic models, adapted to the context of today's fashion.



RETROSTYLE

Silhouettes inspired by the vintage and athletic style of past decades.



LIFESTYLE

Designs aligned with current market trends, created for the consumer's everyday life.

Sport

MUNICH took its first steps in the sports world with the launch of the GRESCA model, the first footwear designed specifically for futsal. This iconic model not only marked a turning point in the category but also positioned the brand as an internationally recognized benchmark.

Since then, MUNICH has maintained its leadership in the sports sector, establishing itself as a global reference. Its sports offering has expanded significantly, covering disciplines such as futsal, football, padel, field hockey, and handball.

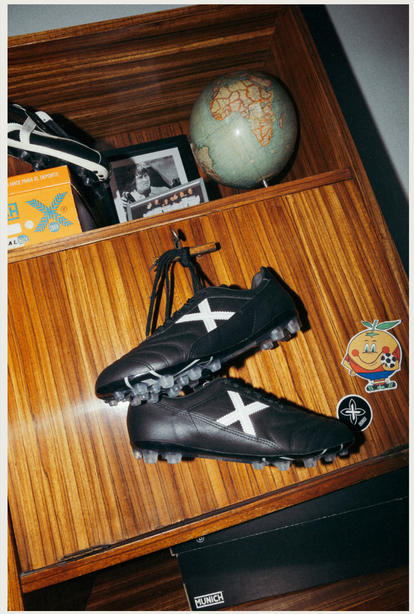












STB

MUNICH’s STB line is defined as a strategic proposal within the brand’s portfolio, conceived to meet the demands of the contemporary urban market. These sneakers combine avant-garde design, premium materials, and a focus on functionality, establishing themselves as a versatile and competitive product. The STB category strengthens MUNICH’s international positioning by offering footwear that integrates brand identity, comfort, and aesthetic appeal, aligned with global trends and the expectations of a demanding consumer.



Kids

MUNICH’s Kids category combines design and functionality across two lines: fashion and sport. The fashion line adapts the brand’s iconic models for children, offering style, comfort, and durability. The sports division provides technical footwear for activities such as futsal and running, with lightweight materials and high performance.

In addition, MUNICH introduces the Wild Feet line, barefoot sneakers that promote the natural development of children’s feet with freedom and ergonomics. A collection designed to accompany little ones every step of the way with quality and innovation.



Bags

In 2013, MUNICH took a new step with the creation of its accessories division, beginning to design a complete range of products—bags, backpacks, travel bags, trolleys, briefcases, toiletry bags, crossbody bags, among others—conceived to integrate seamlessly with its footwear collection.

This line reinforces MUNICH's lifestyle proposition, offering functional and well-designed products created to accompany consumers in their everyday lives with style and visual coherence.

Textile



The apparel collection is structured into three lines within a single proposition:

Lifestyle: Casual garments with a comfortable, urban focus.

Streetwear: Products with a more contemporary character, connected to urban culture and the latest trends.

Essentials: Everyday garments that maintain the brand’s identity with a clean and refined aesthetic.

5. Contact

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