

ARNETTE®

BORN IN 1992

Concrete Cool
Q2 2025 - Editorial Product Story

Q2 2025 - Concrete Cool

EDM & HP STORYTELLING PROPOSAL

Product Storytelling Timeline & Goal

1 edm story & 1 HP story drop in Q2 25 - drive attention to a curated selection of frames inspired by the metropolitan landscape with sleek, minimal construction.

Product Push & Why

N1 2025 - sleek and minimal designs.

Assets

For EDM & HP story execution use creative assets from N1 2025 lookbook shooting.

Proposal

1 EDM STORY

Suggested key messaging for storytelling:

«STEP OUTTA LINE»

«Own the concrete with ARNETTE»

1 HP STORY DROP

Suggested key messaging for storytelling:

«STEP OUTTA LINE»

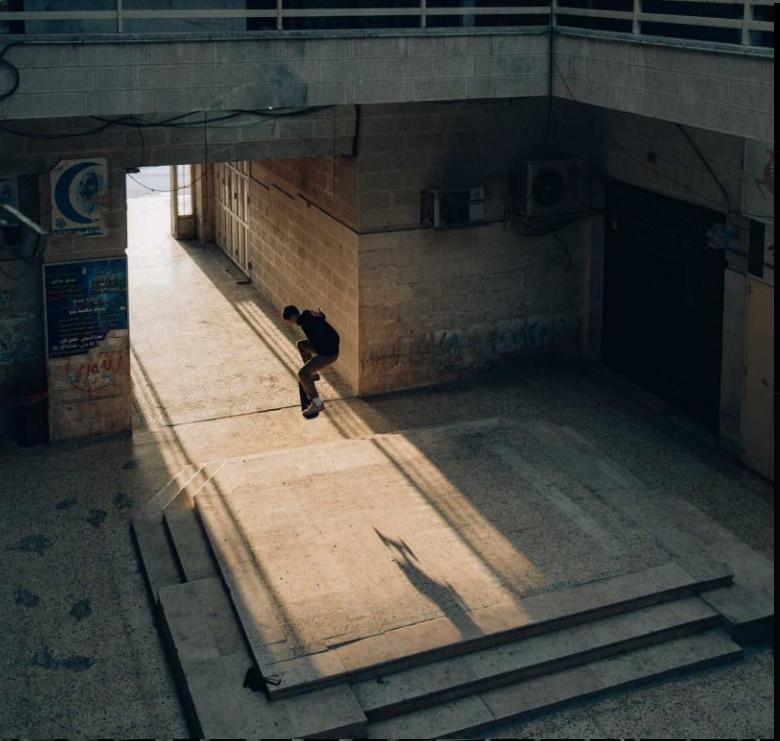
«Own the concrete with ARNETTE»

STEP OUTTA LINE

Born from the concrete playgrounds where skateboard clatter echoes through glass towers, this selection fuses 90s skate energy with modern urban minimalism. Straight, brutal edges become launchpads, and gray squares turn into landing zones. Step Outta Line is about turning rigid structures into tools of movement and self-expression.

Think sleek architectural lines meet DIY rebellion.

PRODUCT STORYTELLING INSPIRATION



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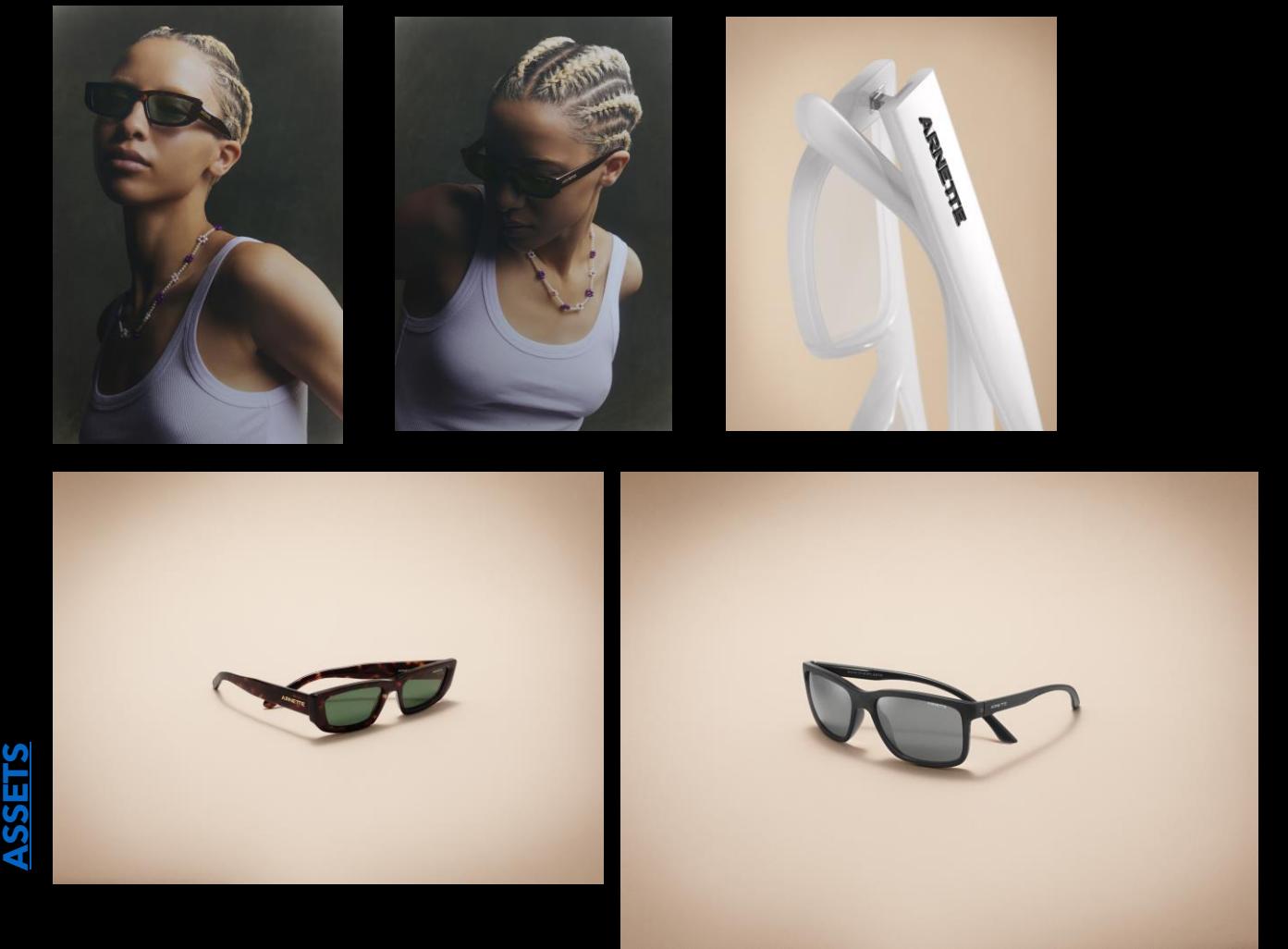


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STORYTELLING KEYWORDS

Concrete cool
Subtle and smooth
Sleek and minimal
City inspired
Skyline