

# ARNETTE®

## BORN IN 1992

Wrapped in  
Q2 2025 - Editorial Product Story

## 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 wrap frames inspired by ocean waves, 90's surf culture, and organic silhouettes.

### Product Push & Why

N1 2025 - sleek and organic wrap designs.

### Assets

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

### Proposal

#### 1 EDM STORY

Suggested key messaging for storytelling:

**«RINSE & REPEAT»**

*«Bring it back with ARNETTE»*

#### 1 HP STORY DROP

Suggested key messaging for storytelling:

**«RINSE & REPEAT»**

*«Bring it back with ARNETTE»*

# ***RINSE & REPEAT***

Born from the rhythm of waves and the flow while hitting the pavement, this selection channels surf's organic motion and street culture's endless loop.

**Rinse & Repeat** is about movement that doesn't quit. Featuring curved silhouettes inspired by ocean breaks, wrapped shapes that echo speed, and a design cycle that's anything but still.

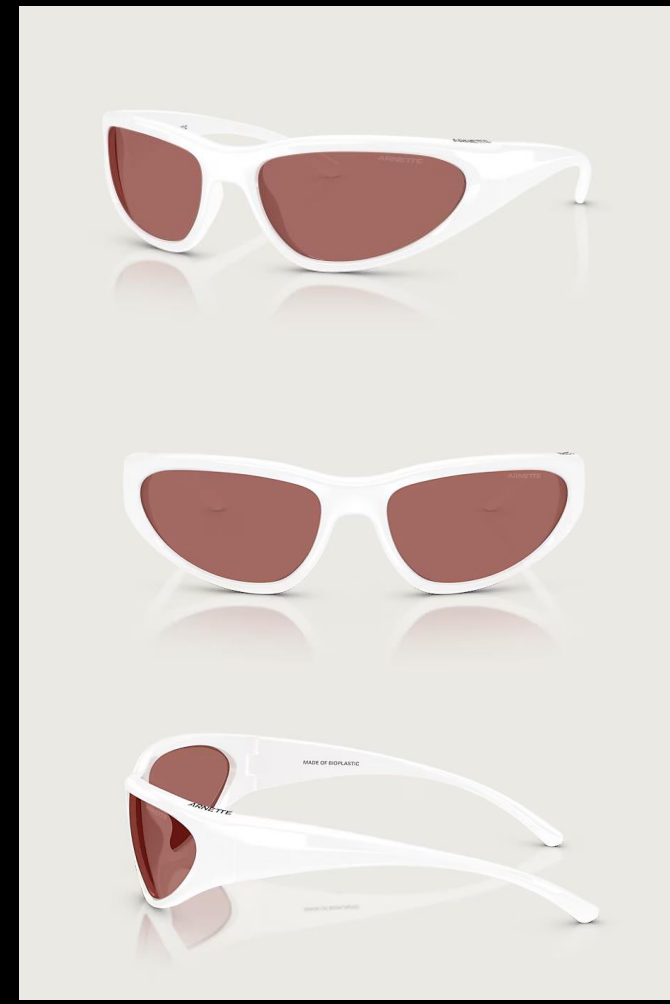
Legacy reworked and built to hit again and again.





## PRODUCT STORYTELLING INSPIRATION



**0AN3093 741/6G****0AN4355  
275887****0AN4352  
298869**



\*stills also available\*



BORN IN 1992

ASSETS

## STORYTELLING KEYWORDS

Wrapped in  
Sleek and minimal  
Surf inspired  
Waves & tides  
90's throwback