

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»

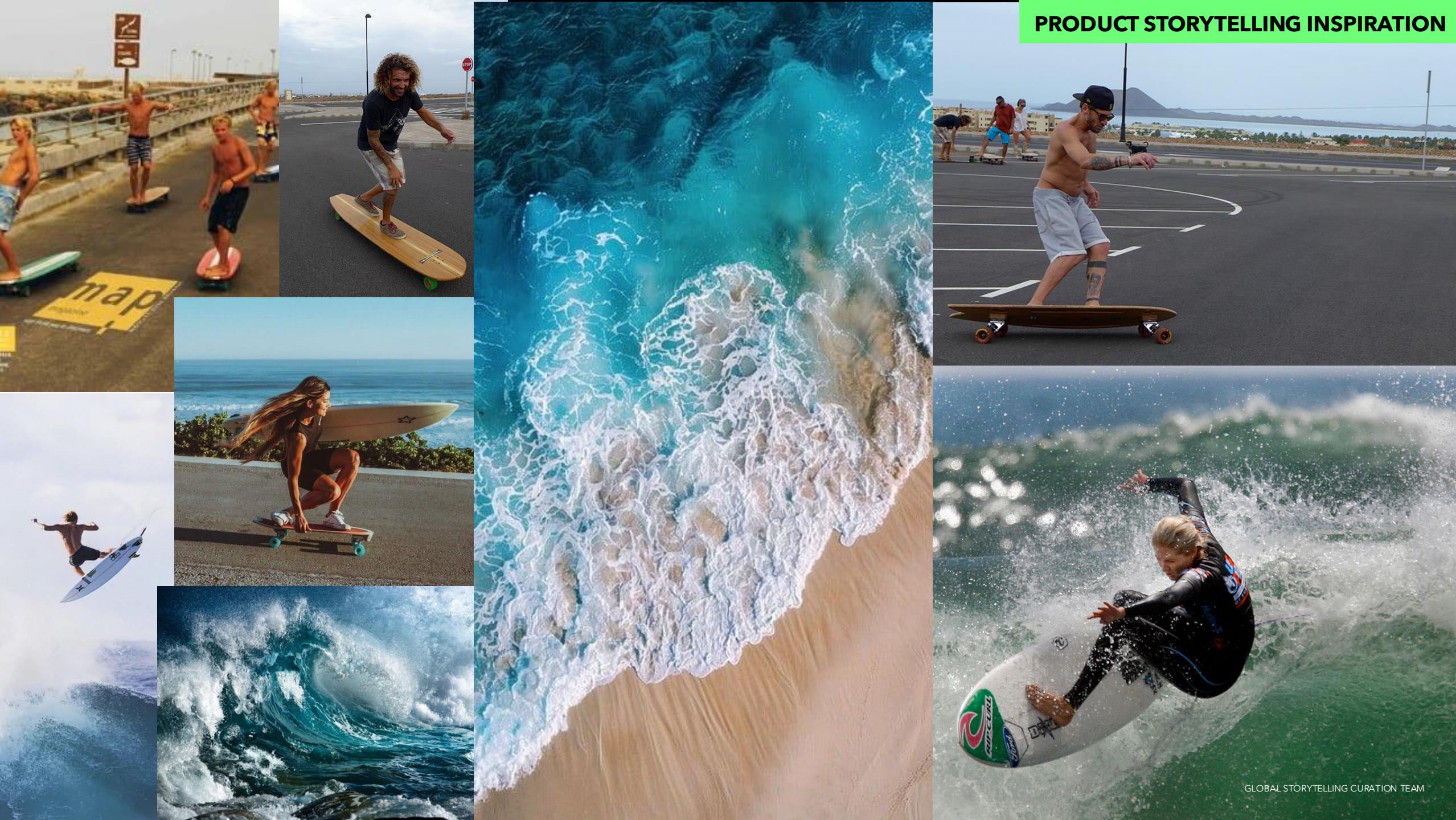
RINSE & REPEAT

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



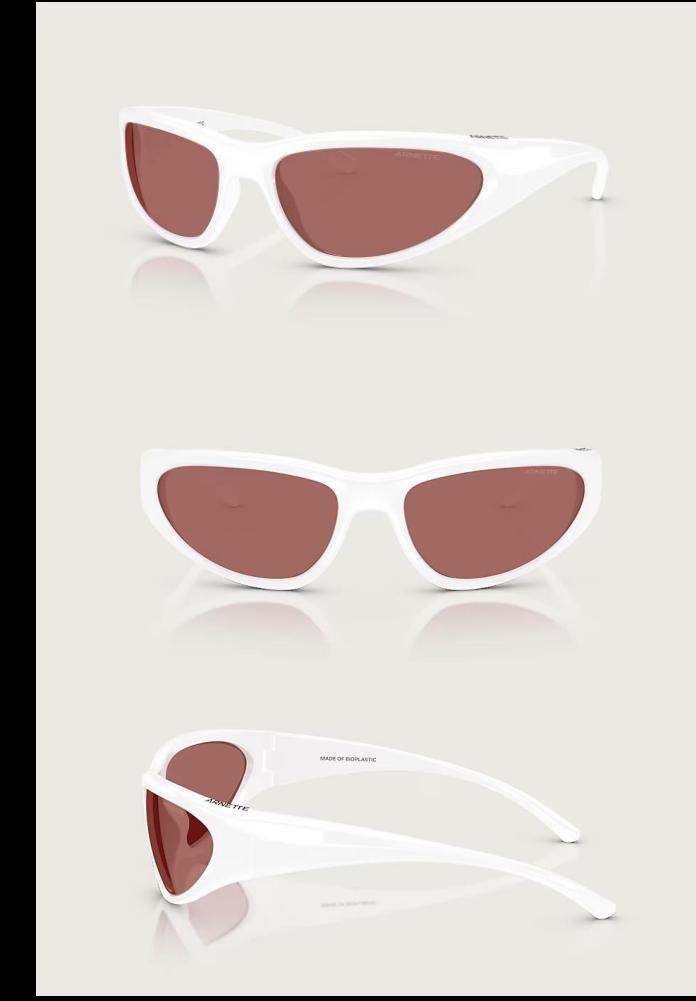
0AN3093 741/6G



0AN4355
275887



0AN4352
298869





BORN IN 1992

ASSETS

stills also available

STORYTELLING KEYWORDS

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