

# ARNETTE®

## BORN IN 1992

Wrapped AF  
Q4 2025 - Editorial Product Story

## EDM & HP STORYTELLING PROPOSAL

### Product Storytelling Timeline & Goal

**1 edm story & 1 HP story drop** in Q4 25 - drive attention to the iconic Catfish with a fresh new colorways to kick off the winter season.

### Product Push & Why

N2 2025 - new ADDVAR Catfish.

### Assets

For EDM & HP story execution use creative assets from N2 2025 lookbook shooting.

### Proposal

#### 1 EDM STORY

Suggested key messaging for storytelling:

**«WRAPPED AF»**

*«Reload the season with CATFISH»*

#### 1 HP STORY DROP

Suggested key messaging for storytelling:

**«WRAPPED AF»**

*«Reload the season with CATFISH»*

# WRAPPED AF

Wrapped AF brings the iconic CATFISH back to the streets, reloaded in insane new colorways that seal the season with attitude. Wrapped bold, wrapped fresh, wrapped louder than anything else out there. When the streets call, there's only one way to pull up: WRAPPED AF.

**AN4302 3018/2**



**AN4302 30196Q**



**AN4302 30201U**





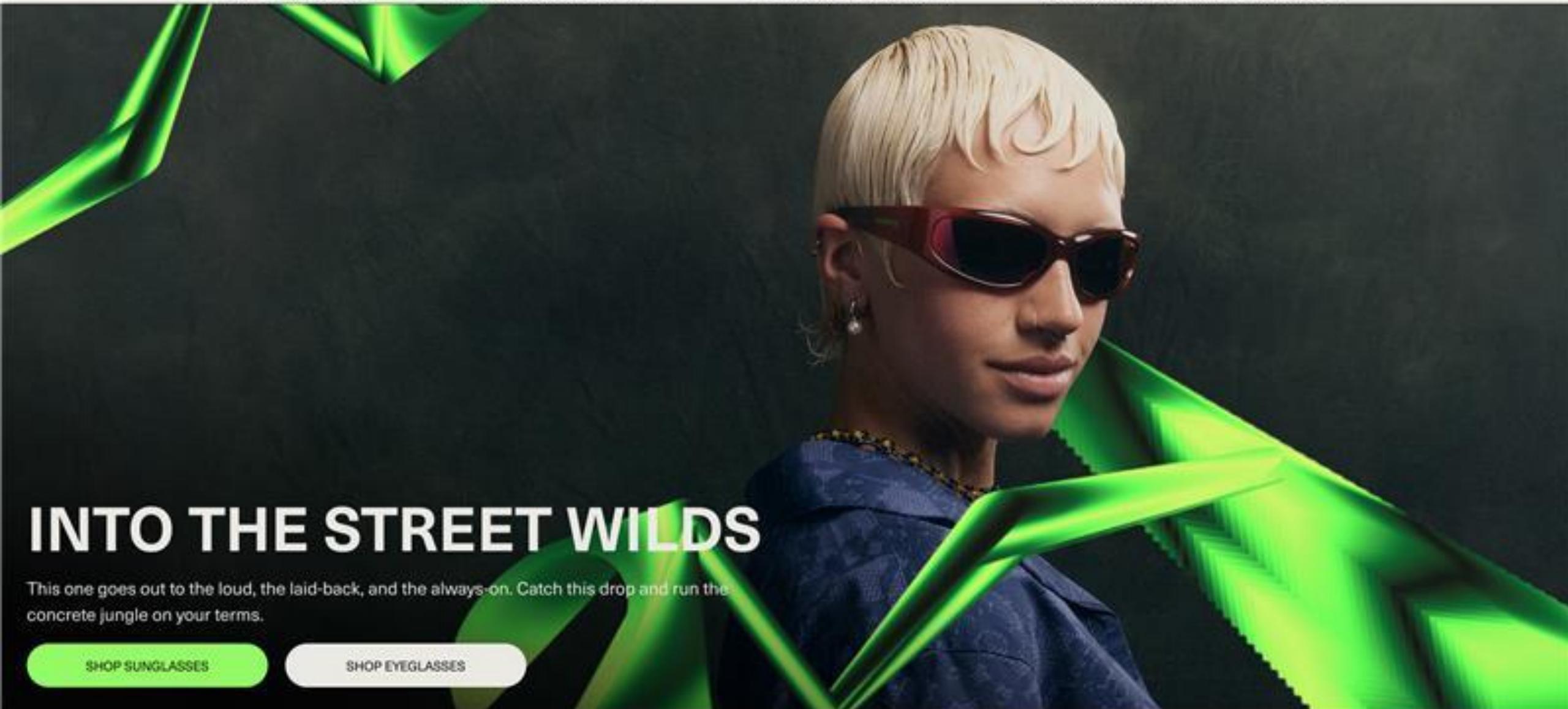


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# INTO THE STREET WILDS

This one goes out to the loud, the laid-back, and the always-on. Catch this drop and run the concrete jungle on your terms.

[SHOP SUNGLASSES](#)[SHOP EYEGLASSES](#)



ASSETS



1 HP STORY DRO

## STORYTELLING KEYWORDS

Wrapped in  
WRAPPED AF  
Catfish  
Gradient  
Glossy  
Clear  
Fresh drop  
Legend  
Vibe  
Glow-up  
Season wrap  
Color shift  
Surf inspired  
Waves & tides  
90's throwback