

ARNETTE®

BORN IN 1992

Wrapped AF
Q4 2025 - Editorial Product Story

Q4 2025 - Wrapped AF

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.

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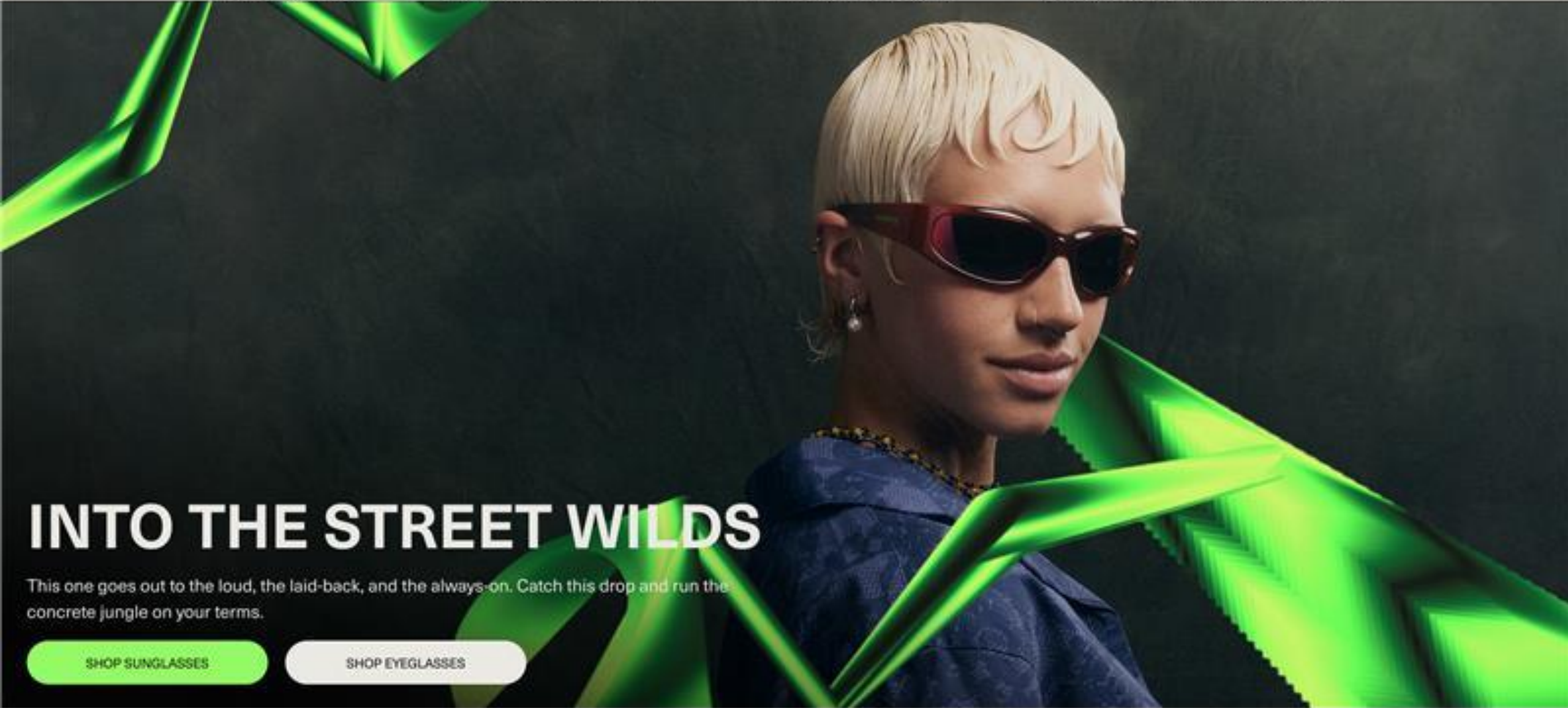


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ARNETTE



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

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

1 HP STORY DRO