



ARNETTE

SUSTAINABLE COLLECTION

**BUILD THE IDEAL ARNETTE ASSORTMENT
TO MAXIMIZE YOUR BUSINESS**

ARNETTE



Our main territory

Street Style

We aspire to brands like VANS and STUSSY, that have been able to keep up with today's generation, shifting from Surf & Skate to street-style.

Our target

Laid back revolutionaries.

GANG OF YOUNG 16-24 year old INDIVIDUALS driven by the concrete desire to experiment, share their passions and possibly produce a positive change in their everyday lives.



Our essence

The voice of youth culture

Arnette is the inclusive, purposeful brand bringing together today's young, diverse generation, free to express their own individuality with a fluid and never conforming style.

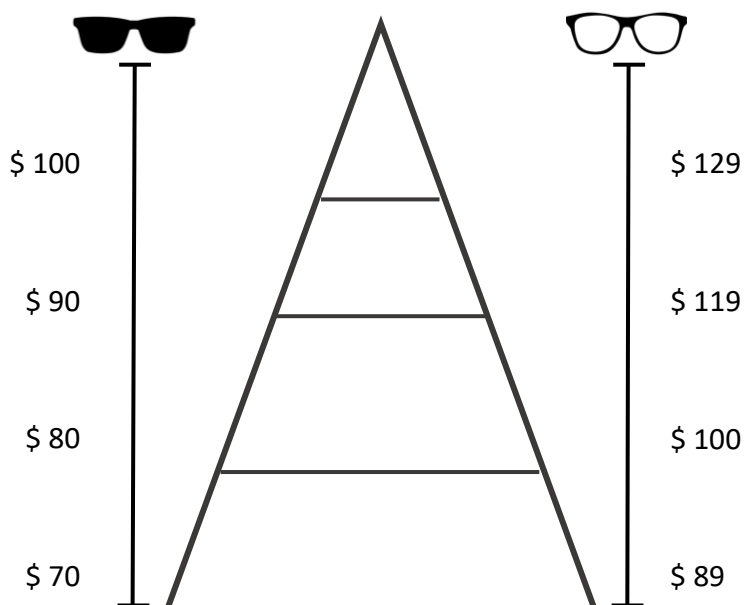


FRESH DESIGN

Versatile product offer, from more edgy capsule styles, to commercial easy-to-wear designs.

ACCESSIBILITY

Accessible price positioning with guaranteed Luxottica High Quality standards. NEW Polar upgrade reduction.



SUSTAINABILITY



All new ARNETTE frames are made of bio-based plastic and with packaging made from recycled or recyclable materials.

LEARN MORE by using the QR code leading to the **ARNETTE POSITIVE PLATFORM**. Here you can find all information about % of renewable or recycled materials used on our products.



- **Classic shapes and sizes** with undeniable **ARNETTE Brand DNA**
- Each style includes a **different color magnetic sun clip-on**
- Made with **sustainable** materials

AN4274

SIZE	BRIDGE	LENS HEIGHT (B)	TEMPLE LENGTH (mm)
55	17	38.0	140



26991W

MATTE BLACK/TOP MATTE BLACK ON BORDEAUX



26741W

MATTE BLUE/MATTE BLUE
POLAR LENSE

AN4289

SIZE	BRIDGE	LENS HEIGHT (B)	TEMPLE LENGTH (mm)
53	21	45.0	140



27581W

MATTE BLACK/MATTE BLACK



27741W

MATTE DARK HAVANA/TRANSPARENT BLUE



27811W

MATTE BROWN/MATTE BROWN

ARNETTE

SUSTAINABLE COLLECTION



WHAT IS AN IDEAL ASSORTMENT?

An Ideal Assortment is a core product offering that best embodies the **ARNETTE Eyewear** collection and is specially curated to the **ARNETTE consumer's** needs and expectations. It features best sellers and key new styles critical to the full assortment and results in maximized sell.

HOW TO USE AN IDEAL ASSORTMENT

1. CUSTOMIZE THE ASSORTMENT TO THE SIZE OF THE ACCOUNT:

- A minimum opening order of 18 pieces
- A minimum of 36 pieces in each calendar year

2. ENSURE ESSENTIAL ASSORTMENT REFLECTS BRAND VALUES AND CONSUMER NEEDS. AT MINIMUM, THE FOLLOWING SHOULD BE PRIORITIZED:

- **ARNETTE Essential Stories** – 60% of the collection should reflect best selling classic stories in the collection
- **Product Innovation** - 40% should be new SKU's launched within 6 months.
- **Consumer Campaigns** – Advertised SKUs should always be represented in the collection

ARNETTE

ESSENTIAL ASSORTMENT

OPTICAL



0AN6121 501 | 53



0AN6126 501 | 53
★



0AN6129 738 | 54



0AN6131 737 | 54
S★



0AN6133 738 | 55
NEW



0AN7169 001 | 55
★



0AN7179 2658 | 54
S★



0AN7179 001 | 54
S



0AN7188 001 | 53
S



0AN7188 2634 | 53
S



0AN7194 2665 | 54
S★



0AN7194 001 | 54
S



0AN7197 2780 | 53
S



0AN7197 2755 | 53
S



0AN7197 2753 | 53
S



0AN7201 2755 | 54
S



0AN7208 2803 | 54
S



0AN7208 2805 | 54
S



0AN7209 2799 | 52
S



0AN7212 2754 | 54
NEW

PROFITMAXX | LIXOTICA

SUN



0AN3086 74080 | 56
NEW



0AN4178 208783 | 59
★▲



0AN4182 219687 | 62
★▲



0AN4185 447/87 | 59
★▲



0AN4202 447/81 | 62
★▲



0AN4256 275887 | 62
★▲



0AN4263 41/22 | 63



0AN4274 26991W | 55
S▲



0AN4283 2675/2 | 56
S▲



0AN4289 27741W | 53
S

EXTENDED ASSORTMENT

OPTICAL



0AN6128 739 | 50



0AN6129 736 | 54



0AN6131 744 | 54



0AN7177 2590 | 55



0AN7183 2754 | 51



0AN7188 2520 | 53



0AN7194 2726 | 54



0AN7197 2758 | 53



0AN7209 2800 | 54



0AN7209 2758 | 54



PROFITMAXX | LUXOTICA

SUN



0AN4185 41/81 | 59



0AN4182 214981 | 62



0AN4202 226855 | 62



0AN4291 277083 | 57



0AN4207 41/81 | 61



SUSTAINABLE MUST HAVES RX-ABLE

These proven bestsellers for **ARNETTE** are must haves in your collection.
Have them in stock to ensure you never miss a sale

To order online visit **my.Luxottica.com** and enter your username and password or call
1-800-422-2020

OPTICAL



0AN6126 501 | 53



0AN6131 737 | 54



0AN7169 001 | 55



0AN7179 2658 | 54



0AN7194 2665 | 54

PROFITMAXX | LUXOTTICA

SUN



0AN4178 208783 | 59



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