

ARNETTE

BORN IN 1992

BRAND INTRO

2022



WE WERE BORN FREE IN 1992 IN THE GARAGE OF GREG ARNETTE IN SOUTHERN CALIFORNIA, WHO LEFT OAKLEY AS A DESIGNER TO START HIS OWN BUSINESS FROM THE TRUNK OF A RENTAL CAR.



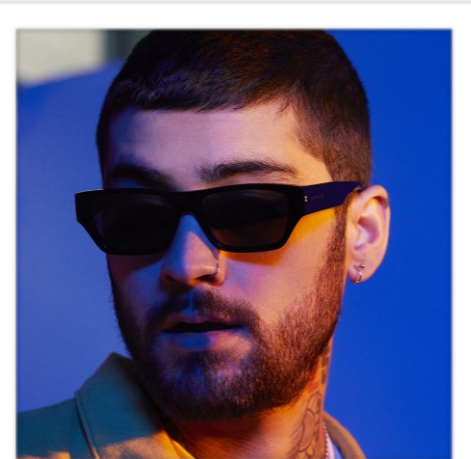
WITH DESIGNS INSPIRED BY YOUTH COUNTER CULTURE AND CONTEMPORARY FASHION,
ARNETTE SUNGLASSES QUICKLY BECAME THE DE FACTO BADGE FOR A NEW GENERATION

BRAND HISTORY

Stepping away from surf&skate, Arnette is moving to the street-style scene, targeting **young millennials and GenZ**. Post Malone Collaboration.

Arnette becomes part of the Luxottica Group.

Zayn Malik is the new brand ambassador of the brand, with over 44M follower in IG and retro-inspired collection



ZAYN x ARNETTE COLLABORATION
2021-22



BRAND RE-LAUNCH
2019



2000-2017

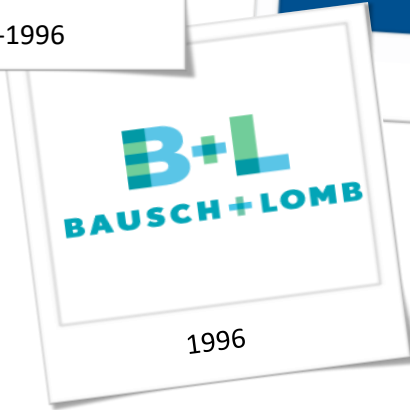
Arnette represents the «Active» brand of Luxottica, still rooted in the Surf&Skate



1999



1992-1996



1996

Arnette is sold to Bausch&Lomb but Greg Arnett keeps leading the company.



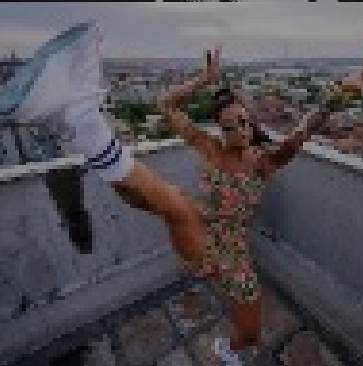
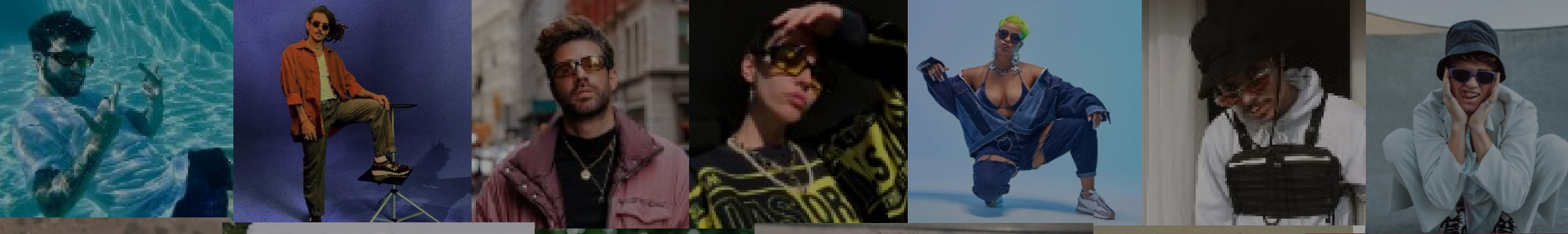
Founded by **Greg Arnett** in a one car garage in Orange County, California.

Rise in popularity of the Brand and its iconic styles such as Black Dog, Raven, Threat and Catfish amongst surfers and skiers.



2020-21

Sustainable, Positive, Inclusive.
Arnette leads the change in the category to become GenZ favorite



OUR BRAND ESSENCE

THE VOICE OF YOUTH CULTURE



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 y. o. 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.

BRAND VALUES



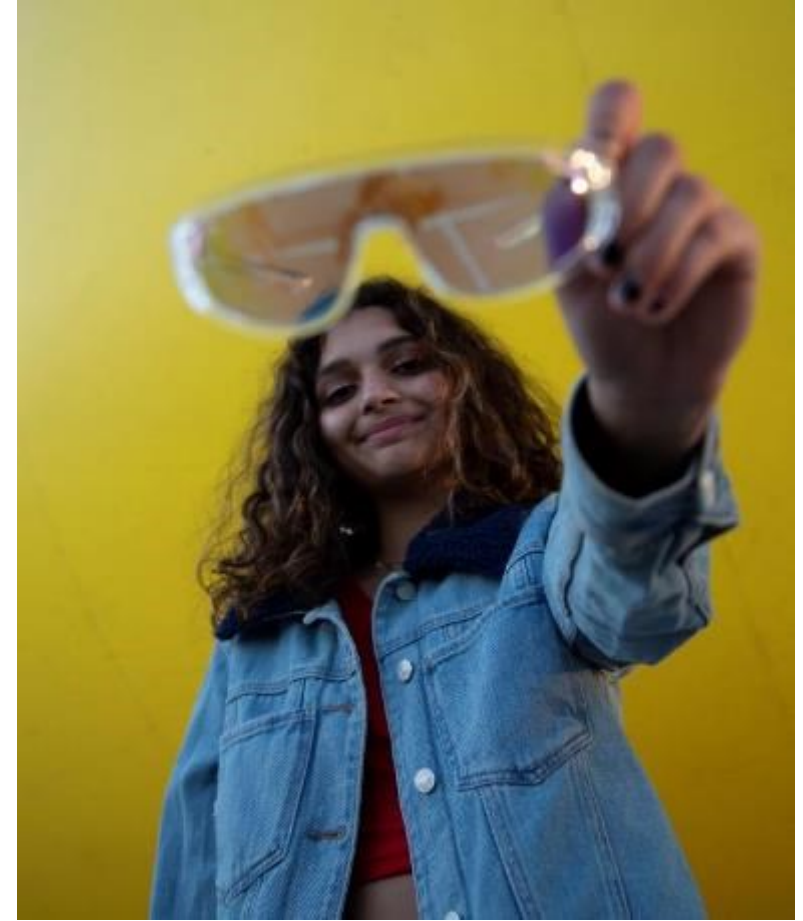
UNFILTERED

Arnette rejects poses and always tells it like it is. It is naturally cool and carefree.



EASY-GOING

Arnette has a youthful irreverent attitude and doesn't take life too seriously.



CONSCIOUS & POSITIVE

Arnette is where the most diverse people meet. Inclusive without being goody-goody. Full sustainable from its core.

BRAND TERRITORIES



MUSIC



URBAN COLLECTIVES



STREET FASHION



GAMING



STREET CULTURE

ARNETTE HAS THE OBJECTIVE TO INCREASE ITS GLOBAL PRESENCE,
ESTABLISHING ITSELF AS THE MAIN-STREAM STREET-STYLE,
SUSTAINABLE AND POSITIVE BRAND FOR GENERATION Z.



PRODUCT & DESIGN

CONSUMER & PRODUCT ARCHITECTURE

2 CONSUMERS = 2 DESIGNS

HYPED

25% of NPIS
BRAND & IMAGE BUILDER

TRENDY & CONTRADICTIONARY STYLE

EMBRACE NEW COLORS

UNEXPECTED FEATURES

LAID-BACK

75% of NPIS
VOLUME DRIVEN

BASIC CONSTRUCTION NON-OVERDESIGNED

ESSENTIAL COLORS, NEED FOR SIMPLICITY

EASY-TO-WEAR



COLLABS



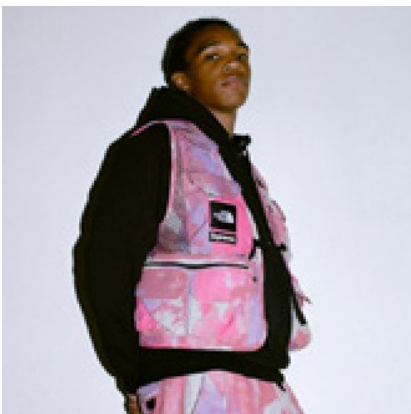
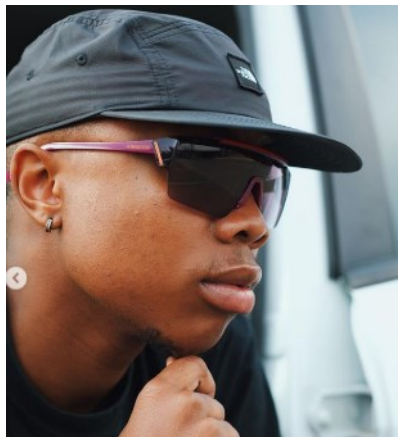
ALL INJECTED AND ACETATE STYLES ARE BIO-BASED

NEW ENTRY PRICE RANGE ON NPIS

HYPED



NOT GIVING A DAMN



CREATING THE HYPE



NON UNIFORM



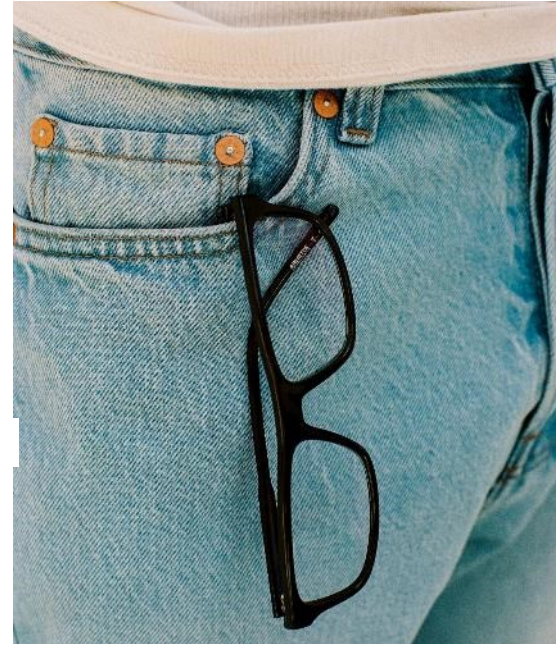
COMFORTABLE WITH CONTRADICTIONS



L A I D - B A C K



UNDERDOG SPIRIT



NORMCORE



EASY GOING



CHILL



2 CONSUMERS = 2 DESIGNS

HYPED

LAIID-BACK

SHAPES



TRENDY SHAPES TO BOOST BRAND AWARENESS AND IMAGE



BASIC CONSTRUCTION TO DRIVE VOLUMES

DETAILS



COLORED ACETATES IN DIFFERENT OPTIONS (TIE DYE, MULTILAYERS, SPOTTED)



CUSTOMIZED COREWIRE



PERSONALIZED PROFILES



CUSTOMIZED NOSEPADS



METAL HINGES ON ALL STYLES



CLIP-ON OPTION
OFFERED IN DIFFERENT SHAPES



RUBBER OR METAL DETAILS



WRAPPING STYLES AND POLAR OPTIONS AT
AN ENTRY PRICE



BEST SELLING COLORS
(ALSO OFFERING BICOLORS)

N1 2022 HIGHLIGHTS

HIGHLIGHTS

ARCHITECTURE

14 NEW STYLES (8 SUN, 6 OPTICAL)
HYPED SEGMENT: 4 STYLES
LAID BACK SEGMENT: 10 STYLES

ZAYN X ARNETTE CAPSULE

NEW DROP OF THE TALENT
COLLABORATION WITH 4 STYLES

SUSTAINABILITY

ALL INJECTED STYLES IN BIO-NYLON,
ZAYN CAPSULE IN BIO-ACETATE AND
WITH BIO-LENSES

ACCESSIBILITY

3 PRODUCT STORIES AND POLAR
OPTIONS

MAIN THEMES



ZAYN X ARNETTE®

SECOND DROP OF THE ZAYN X ARNETTE
COLLABORATION WITH FRESH AND
TRENDY STYLES.



ARNETTE
UPSIDE DOWN

NEW TEMPLE
INTRODUCTION WITH
COLOR GRADIENT OPTIONS



ARNETTE
Metropolitan line

REINVENTION OF THE GAP
TEMPLE WITH A METAL DETAIL



ARNETTE
POP! COLLECTION

NEW THIN AND LIGHT TEMPLE
WITH COLOR OPTIONS YOUNG
AND FRESH



ARNETTE
Metal Sunset

METAL INTRODUCTION FOR SUN AND
COMBO FOR OPTICAL



ARNETTE
90s FLASHBACK

REINVENTION OF THE PAST WITH
A NEW WRAPPING FUNCTIONAL
YET TRENDY STYLE



PRICING

BALANCED OFFER THROUGH THE PRICE BANDS, FOCUS ON ENTRY PRICE POINT ON LAID-BACK

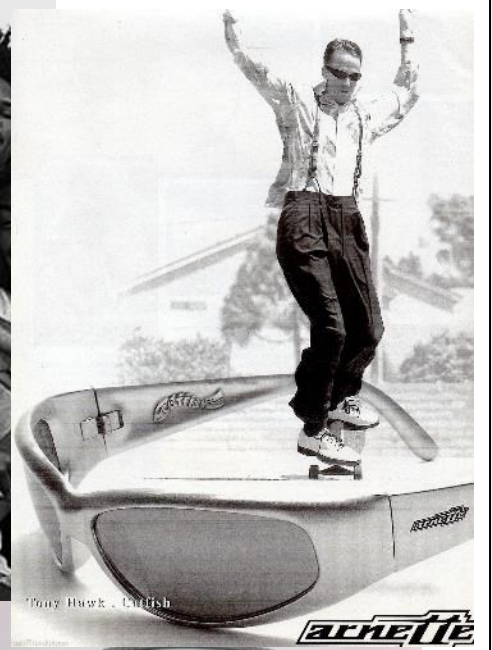
ARCHITECTURE

1 NEW STYLE (SUN)

RE-LAUNCH OF THE ICONIC MODEL “THE CATFISH” WITH A SPECIAL COLOR STORY FOR THE 30TH ANNIVERSARY OF ARNETTE IN 4 NEW COLORWAYS.



HERO



SUSTAINABILITY



OUR BELIEF

WE BELIEVE THAT
THE FUTURE IS IN ALL OUR HANDS
AND WE ALL NEED TO BE AWARE OF
THAT, REDUCING ALL ACTIVITIES
THAT MAY HAVE A NEGATIVE
IMPACT ON THE HEALTH OF PLANET
EARTH.



OUR MISSION

REDUCE THE ENVIRONMENTAL
IMPACT OF OUR PRODUCTS AND
BRAND ACTIVITIES, INTEGRATING
SUSTAINABILITY AS A CORE
PRINCIPLE THROUGHOUT THE
WHOLE GTM PROCESS, **FROM
PRODUCT DESIGN TO
IN-STORE MERCHANDISING.**



WHY ARE OUR FRAMES SUSTAINABLE?

BIO-BASED PLASTIC

All new ARNETTE regular injected styles are made of GRILAMID BTR 600 LS, an innovative material defined by international standards as “Biobased”, 56% of its composition is derived from renewable sources (Castor oil), making it noteworthy for its reduced impact on the environment.

BIO-ACETATE

The frames from the ARNETTE Bio-Acetate Collection are composed by bio-based materials coming from renewable raw materials from 50 up to 70% (flake + plasticizer).

The frames maintain the same aesthetical features of the traditional acetate, and when touched, the feel is a bit more silky-warm.

BIO LENSES

Bio lenses are set on all styles from the ARNETTE Bio-Acetate Collection and they are made of TR XE 4205, which is a polyamide with 39% of base-molecules (monomers) derived from Castor Oil.

The total emission of climate-damaging gases during the whole manufacturing process of the polymer and its precursors can be reduced by up to $\frac{3}{4}$ depending on the product.

Bio-lenses maintains the same features as traditional lenses.



WHY IS OUR PACKAGING SUSTAINABLE?



SUN STYLES

All sun styles come with a dedicated pouch made of 78% recycled polyamide and with a 25% recycled ABS stopper. The box is also completely recyclable.

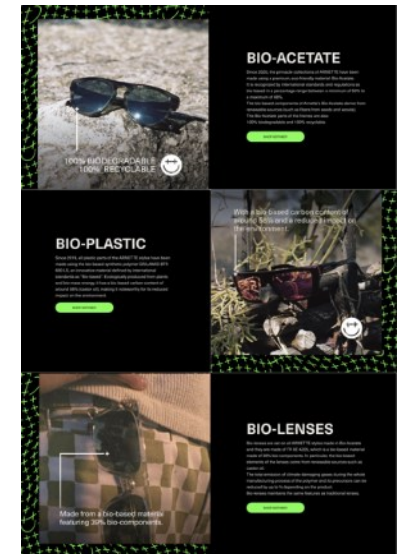
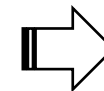
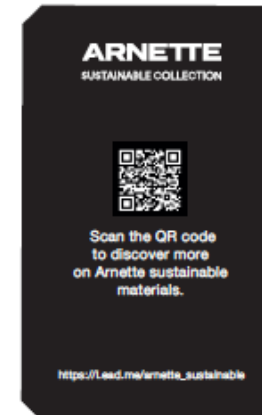
OPTICAL STYLES

All optical styles will be delivered with a new case whose plastic parts are made from 60% recycled ABS. The case contains a microfiber cloth made of 78% of recycled polyamide.



STORYTELLING CARD WITH QR CODE

All sustainable frames come with a storytelling card with a QR code re-directing to our dedicated landing page on Sustainability, where our consumers can find all information about % of renewable or recycled materials used on our products are claimed.



THANKS 😊