

**ARNETTE**


**BORN IN 1992**

BRAND INTRO

**2023**



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

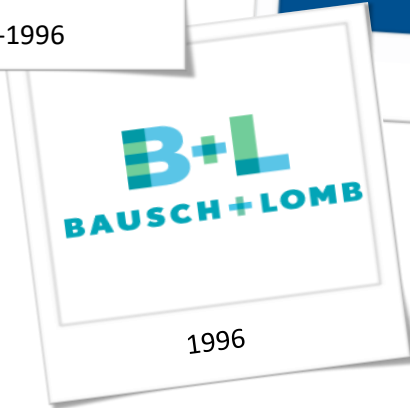
**Rise in popularity** of the Brand and its iconic styles such as Black Dog, Raven, Threat and Catfish amongst surfers and skiers.



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



1992-1996



1996

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



1999

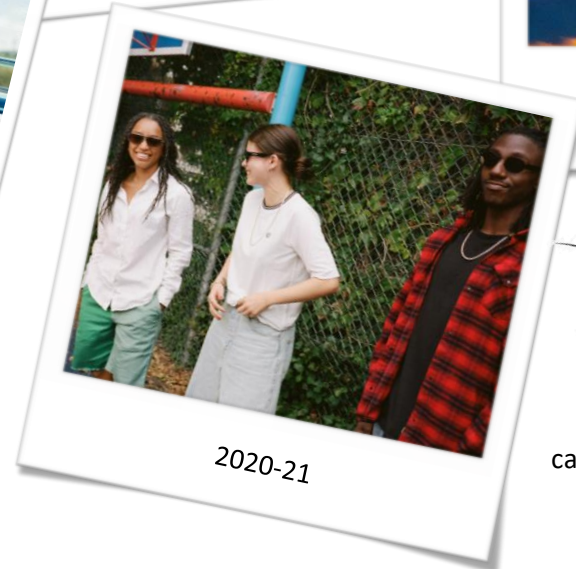


2000-2017

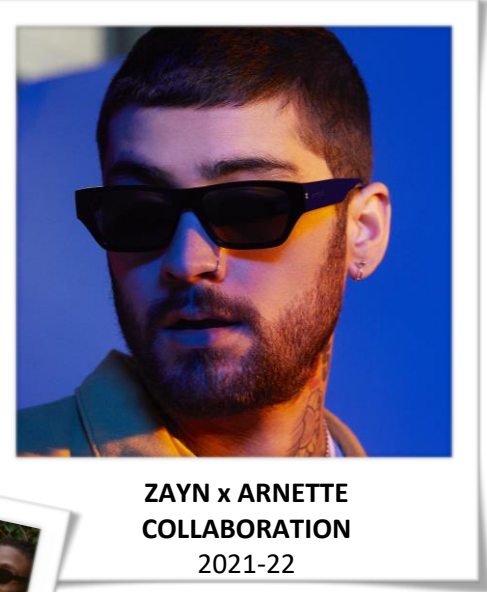
Arnette represents the «Active» brand of Luxottica, still rooted in the Surf&Skate



BRAND RE-LAUNCH  
2019

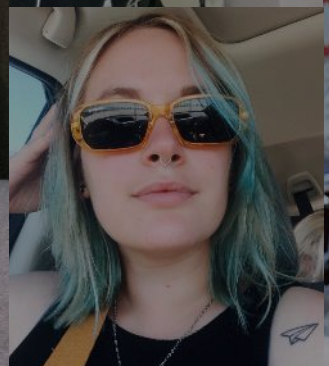
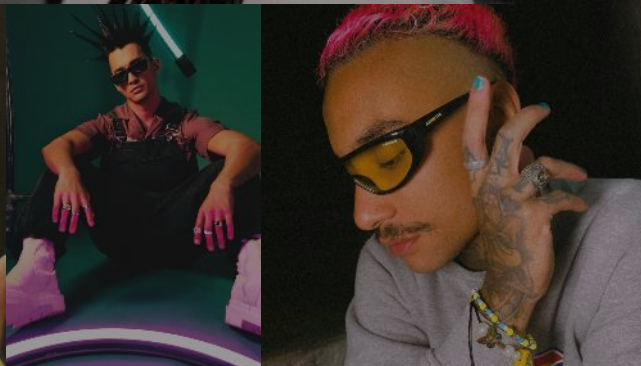
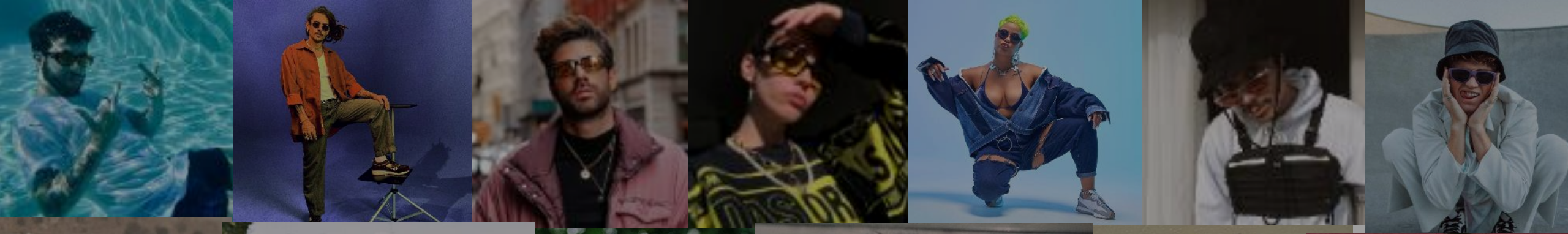


2020-21



ZAYN x ARNETTE  
COLLABORATION  
2021-22

**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



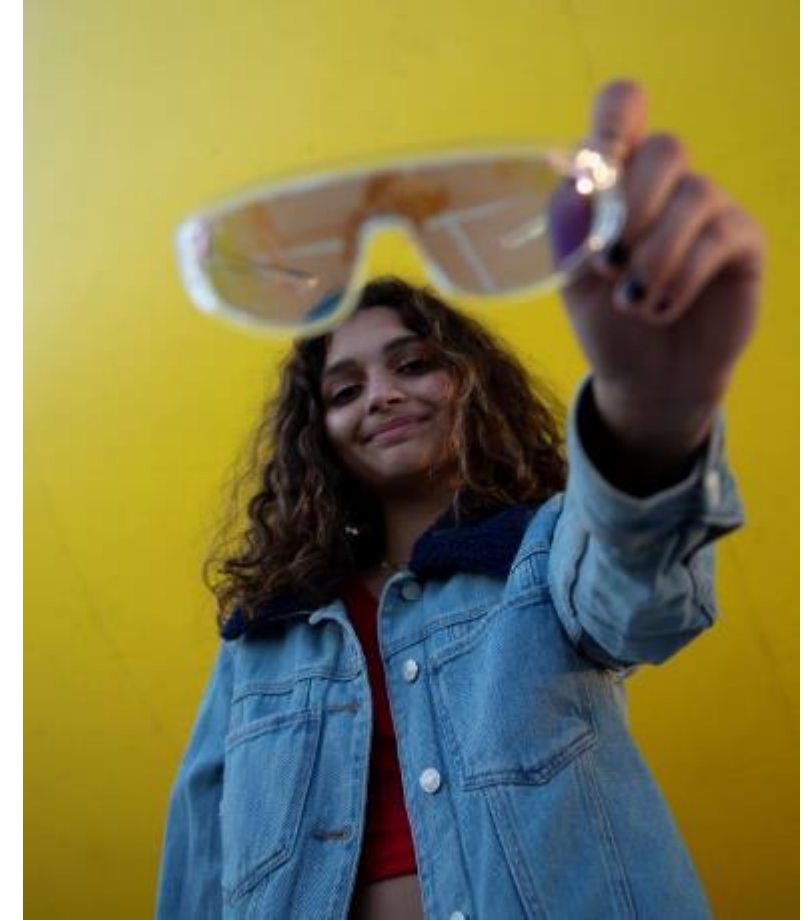
### UNFILTERED

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.



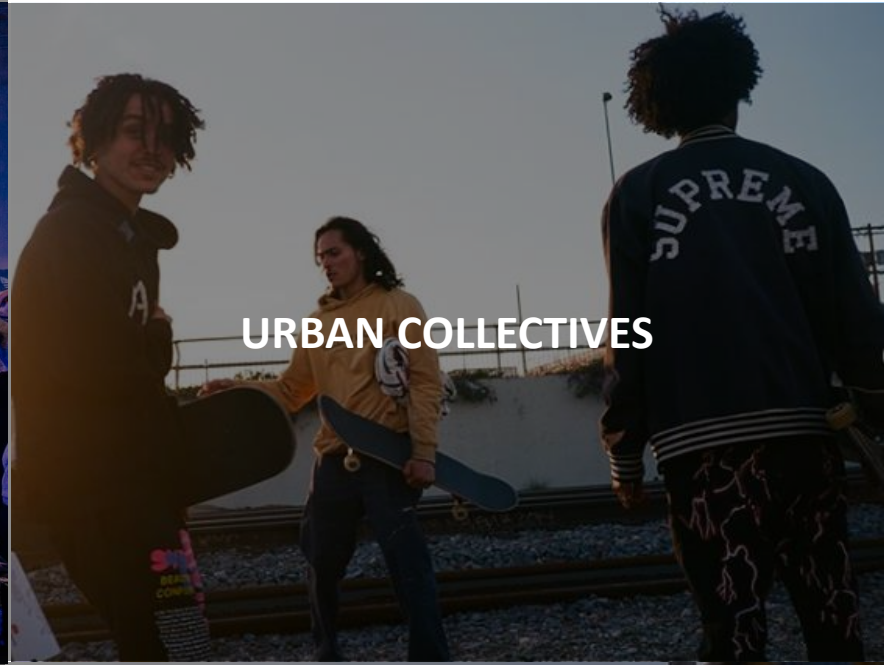
### CONSCIOUS & POSITIVE

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



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**

32% of NPIs  
**BRAND & IMAGE BUILDER**

TRENDY & CONTRADICTIONARY STYLE

EMBRACE NEW COLORS

UNEXPECTED FEATURES

### **LAID-BACK**

68% of NPIs  
**VOLUME DRIVER**

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 FROM 60\$ TO 110\$**



# HYPED



NOT GIVING A DAMN



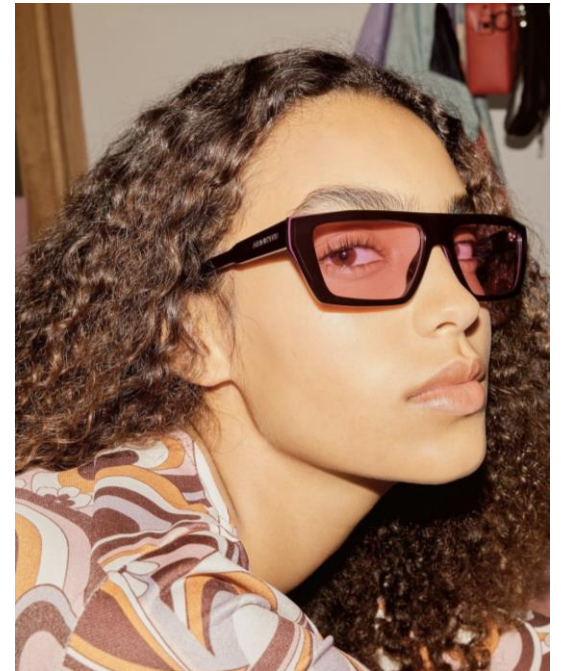
CREATING THE HYPE



NON UNIFORM



COMFORTABLE WITH CONTRADICTIONS



# LAI D-BACK



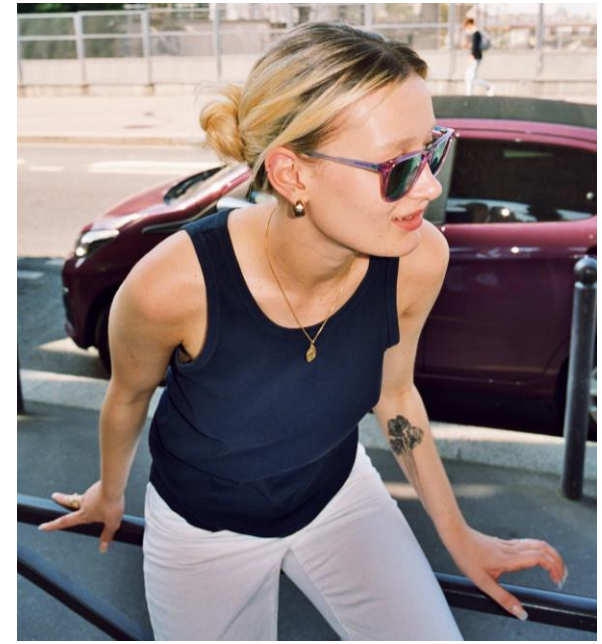
**UNDERDOG SPIRIT**



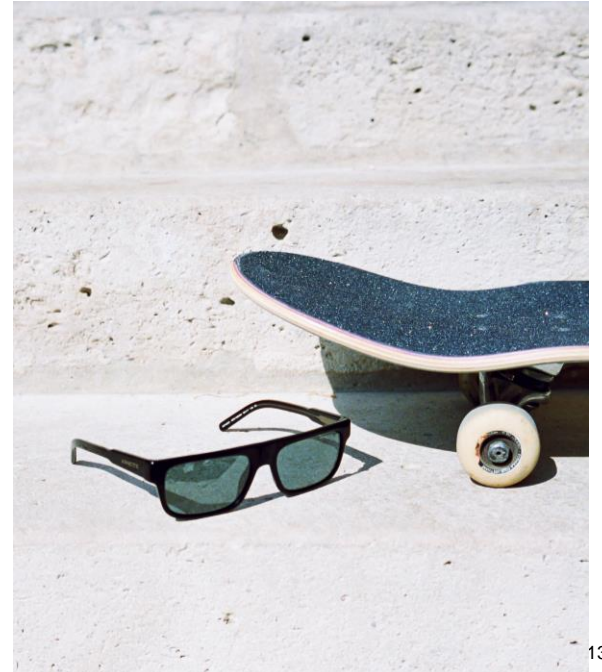
**CHILL**



**NORMCORE**



**EASY GOING**



2 CONSUMERS = 2 DESIGNS

SHAPES

**HYPED**



TRENDY SHAPES TO BOOST BRAND AWARENESS AND IMAGE

**LAIID-BACK**



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



BEST SELLING COLORS (ALSO OFFERING BICOLORS)



WRAPPING STYLES AND POLAR OPTIONS AT AN ENTRY PRICE

**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

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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

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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

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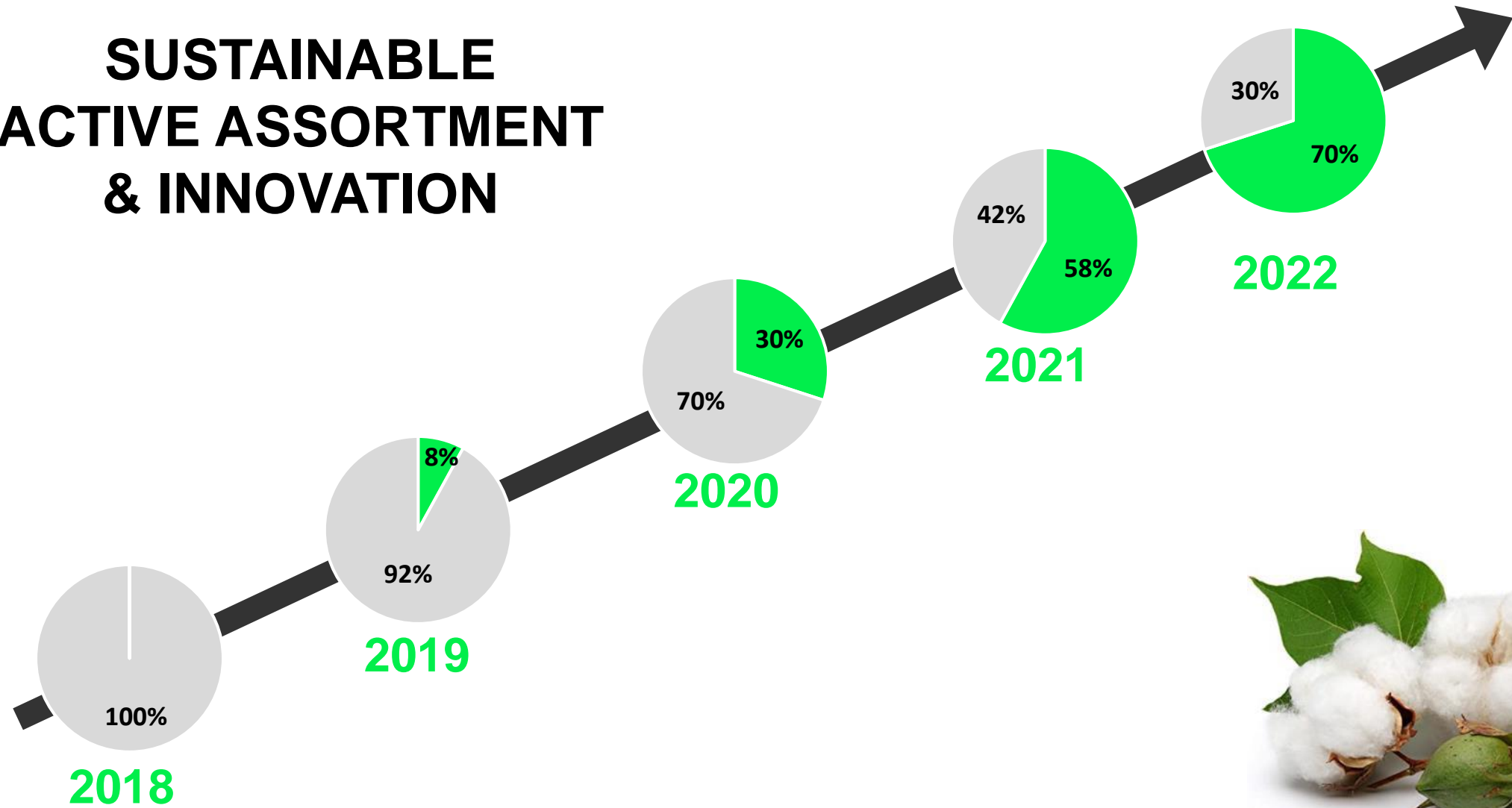
Bio lenses are set on all styles from the ARNETTE Bio-Acetate Collection and they are made of TR XE 4205, which is a polyamide with 39% of base-molecules (monomers) derived from Castor Oil.

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.



# SUSTAINABLE ACTIVE ASSORTMENT & INNOVATION



## WHY IS OUR PACKAGING SUSTAINABLE?



### SUN STYLES

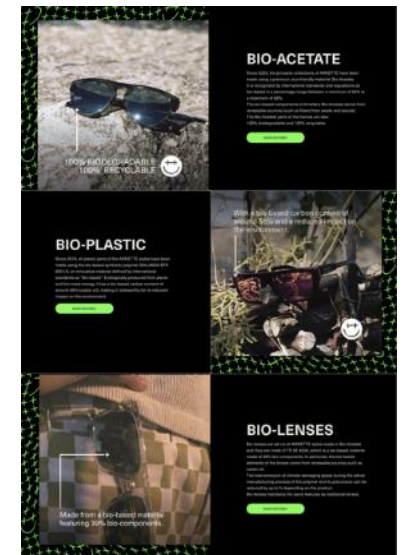
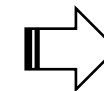
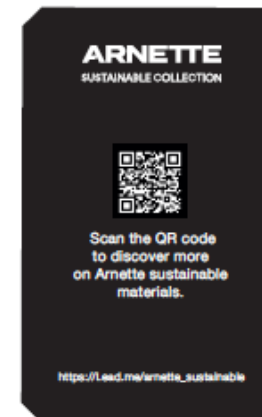
All sun styles come with a dedicated pouch made of 78% recycled polyamide and with a 25% recycled ABS stopper. The box is also completely recyclable.

### 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 😊