

ARNETTE

ARNETTE LAUNCHES EYEWEAR COLLECTION WITH POST MALONE

All about keeping it real, this year Arnette is changing it up with next-level youth culture status: Introducing the new look **Arnette feat. Post Malone**.

The shift from skate & surf style into the hyped reality of urban vibes is as chilled as the brand's ever-young attitude. Playing to a trapper beat, the revamped logo and fresh design concept ride high on global street-style, with Post Malone as brand ambassador. And he's more than that – Posty is the face and voice of a hands-on new Arnette collab that is set to rock trendmakers of the GenZ world.

Arnette is an unconventional brand, I'm an unconventional kind of guy. I think one of my first sunglasses were Arnette, which is exciting now that I have a collaboration with them. They let me be really hands-on with this collab. You've got to be able to wear sunglasses anywhere. Arnette gives the perfect support to wear them outside, on stage, or so nobody knows I'm always tired...

Resetting the unconventional spirit of the original Born in 1992 eyewear brand, the new Post Malone-inspired collection is the definition of iconic outsider style for no-rules individuals.

Featuring tones inspired by the artwork on Post Malone's record-breaking albums, two killer new drops – including an exclusive release for the Signature Post Malone style (launch September '19) – will be available in graphic color combos.

Defined by a bold, yet totally chilled tone, the campaign has the 'young and wild' attitude taped. Shot on Arizona turf against the unfiltered haze of the desert, Posty's authentic misfit style frames the colorful contradictions of kick-back moments in his high-amp lifestyle.

Plus, all future releases will have one up on the endless summer trend: they're going to be totally sustainable.

So, while the world heats up, Arnette will always be as cool as it can be. Made of eco-friendly BRT600LS bio-based plastic, with a recycled elastane pouch and dedicated packaging, Arnette is making sure that the only thing high-impact about its frames is their look.

Did you get it? Whether you're in the zone or taking time out, this year, Arnette is always where it's at.

ARNETTE

DROP 1 – ARNETTE SUSTAINABLE COLLECTION



LOST BOY - AN 4260

From Peter Pan to Never Never land, there's a new kid on the block, and s/he's spinning out in total style. Looking at a trendy, 90s-inspired shape from a fresh angle, this gender-fluid shape plays up iconic colors and lumo tones for a look that is as light on the earth as it feels. Choose from hot white with cool light flash shades or total black with polar gray lenses for living legends, or trendy transparent combos in popping acid tones with colorful flash shades for a contemporary dash of funk.



BORROW - AN 4259

Made to go heavy on style and lighter on the earth, this street savvy wrapped shape makes killer style totally chilled. And when it comes to color, this look comes in every shade under the sun: from total black and modern matt updates with cool flash or polar shades, to acid pop transparent tones and solid lenses loaded with color, this style drops in anything from old school icon to back-of-the-bus rebel in a beat.



About ARNETTE:

<https://www.arnette.com>

About Luxottica Group S.p.A.

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,100 stores, with LensCrafters and Pearle Vision in North America, OPSM, LensCrafters and Spectacle Hut in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2018, with approximately 82,000 employees, Luxottica posted net sales of about Euro 9 billion. Additional information on the Group is available at www.luxottica.com.