

ARNETTE - 30th ANNIVERSARY

written by

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EXT. LAMBRO PARK - DAY

A group of skaters do some tricks on the skatepark's ramp. They are all wearing the Catfish, and their moves are filmed in a 90s style.

JOSEPH (V.O.)

Hello everyone, I'm Joseph, and I'm here to celebrate the 30th anniversary of Arnette with you! Born in California in 1992, Arnette has always been against the grain, with a never-conforming style!

Suddenly, we move away from the 90s subjective, and we see Joseph while filming the crew with his camera.

JOSEPH

And for this special occasion a new interpretation of its iconic Catfish has been made!

One of the skaters does a quite clumsy aerial trick and lands near Joseph. Joseph looks at him, smirking, and takes his Catfish.

JOSEPH (CONT'D)

(to the camera)

Are you ready to be stoked by this exclusive re-edition? Let's roll!

INSERT: OLD CAMPAIGNS

Footage images of previous campaigns are shown.

JOSEPH (V.O.)

From the beachfront ramps of the 90s to the coolest urban hubs.

EXT. LAMBRO PARK - DAY

JOSEPH, dressed in 90s clothes, walks through the park with his camera in one hand and the Catfish in the other.

JOSEPH

Young, irreverent, and creative, The Catfish once again reflects the brand's forever young philosophy with an exclusive re-edition that is anything but a throwback.

INSERT: FOOTAGE MATERIAL

Images of the new version of the model in its different colorways.

EXT. CITYLIFE - DAY

Joseph sits on a wall. He has his camera near him and the Catfish in his hands.

JOSEPH

Spraying up its dynamic shape, this time round, the original Catfish presents innovative metal-spray color effects inspired by the paintwork of downtown rides and the latest graffiti art.

INSERT: FOOTAGE MATERIAL

Images of Arnette frames.

JOSEPH (V.O.)

The bio-nylon fiber wrap comes in frisky combos of silver and yellow, silver and green, blue and black, and cool matt black.

Close-up of the lenses.

JOSEPH (V.O.) (CONT'D)

And its lenses are just as colorful, with stylish see-through yellow, solid blue, sleek silver mirror, or high-performance grey shades to match the frames.

Close-up of the logo.

JOSEPH (V.O.) (CONT'D)

Lastly, a graphic metal letter 3D logo leaves its mark on the inner tapered temples.

EXT. CITYLIFE - DAY

Joseph jumps off the wall. In one hand, he holds his skateboard. He takes the Catfish from his head and puts it on.

JOSEPH

When it comes to the smoothest  
curves and the perfect slant, the  
Catfish checks all the boxes!

He smiles at the camera and exits the frame.

FADE OUT.