
ARW V3 - Pokerdeck

The deck

- Printed by USPCC with neon ink on cards and tuck box
- Fully custom design - the third in the popular ARW collection
- Limited to 2500 decks printed
- Premium Bee stock, crushed, air cushion finish and traditionally cut
- 56 fully custom cards including 4 additional cards
- 2 way back design

The story

The ARW collection aims to explore the use of direction with a variety of iconic graphics and visual elements. Evolving from the dynamic typographic pattern work of the award winning V2, V3 combines a hand drawn aesthetic with the recognisable, bold neon arrows to make this latest deck truly stand out, and grab your attention as an iconic cardistry deck. With custom pips and all face cards and a new colour scheme to match, the deck functions perfectly for game play and magicians too, building on the strengths of the previous ARW decks. Whether you're using it for packet cuts or fanning, you'll love how the graphics work with each other for maximum impact.

Maintaining the theme of direction, but giving it a new twist, get it under a UV light and see how the deck comes even more to life, captivating your audience with flashes of color in all your flourishes as the bold graphic arrows and the sketched style arrows contrast against each other throughout the deck.

As the collection continues to flourish, stay with us and head in Luke's latest direction of card design.

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