

## Large Origami Original - Product Copywriting

### Brand Story - The Origami Series

562 characters, 86 words

Created by women for women.

With the help of 5,000+ women, The Origami Series was designed to empower and inspire high-achievers to reach new heights.

With its expandable design, practical compartments, convenient luggage sleeve, and versatile crossbody option, The Origami Series combines function with fashion to keep up with the fast-paced life of busy women on the move, without sacrificing style.

Lux & Nyx is a WMBE certified SMB that dedicates itself in creating elegant, sustainable products for high achievers, advocating for gender equality and diversity.

Long Product Title	Lux & Nyx — Large Origami 15" Laptop Tote (Black)	49 characters, 10 words
Short Product Title	Lux & Nyx — Large Origami Tote	30 characters, 6 words
Product Subheading	Day-to-Night 15" Laptop Tote	28 characters, 4 words
Design Story	The art of origami inspired us to craft a smart, minimalistic collection as bold and versatile as you are. Designed to adapt	251 characters, 41 words

	alongside your needs, the Origami is purposeful and practical from its removable crossbody strap to its zip-up trolley sleeve.	
Long Product Description	<p>Say hello to a lifetime of organization. Created to suit your everyday needs, our Origami 15" Laptop tote combines functionality with sophisticated design to keep you confident and clutter-free.</p> <p>With its expandable design, practical compartments, convenient luggage sleeve, and versatile crossbody option, The Origami Series combines function with fashion to keep up with the fast-paced life of busy women on the move, without sacrificing style.</p> <p>Overall Size: L 16" x H 12.5" x W 6.5", Weight: 2.54 lbs   Lux &amp; Nyx is a WMBE certified SMB that dedicates itself in creating elegant, sustainable products for high achievers, advocating for gender equality and diversity.</p>	667 characters, 104 words
Short Product Description	The most beautiful day-to-night laptop bag that expands to move with you	72 characters 12 words
Product Details	<ul style="list-style-type: none"> <li>• Padded laptop compartment</li> <li>• Easy access outside phone pocket</li> <li>• Zip top closure</li> <li>• Easy-care</li> <li>• Convertible trolley sleeve for travel</li> <li>• Convenient key leash</li> <li>• Removable crossbody strap</li> </ul>	402 characters 65 words

	<ul style="list-style-type: none"><li>• Detachable water bottle pocket</li><li>• Expandable design for more room</li><li>• Multi-functional, multi-purpose design</li><li>• Neoprene fabric for premium shock absorption</li><li>• Waxed canvas interior for easy clean</li><li>• Upcycled, no waste leather details</li></ul>	
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