

Little Zoe Backpack - Product Copywriting

Brand Story - The Zoe Backpack Series

665 characters, 98 words

This beautiful backpack suits everyday on-the-go needs in function and class of every high achieving woman.

The Zoe Backpack keeps every #girlboss organized and hands-free. Exceeding storage expectations, this laptop backpack is equipped with a shoe compartment, luggage trolley backstrap, water bottle holder, underside yoga mat-holding umbrella strap, and card slots. Plus, it comes with a 5-way wear zip-off detachable crossbody. The Zoe can move with hustling women wherever their travels take them.

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

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| Long Product Title | Lux & Nyx — Little Zoe 13" Laptop Backpack with Detachable Clutch (Black) | 74 characters, 13 words |
| Short Product Title | Lux & Nyx — The Little Zoe Backpack with Detachable Clutch | 58 characters, 10 words |
| Product Subheading | 13" Laptop Backpack with Detachable Crossbody | 45 characters, 6 words |
| Design Story | The Zoe Backpack inspired the formation of Lux & Nyx, born from the frustration of hunting for a transitional bag suitable for all our needs. 40+ prototypes later, this bag makes the perfect fit for your busy schedule no matter what life throws your way. | 254 characters, 45 words |

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| <p>Long Product Description</p> | <p>All the convenience you need, packed into a sleek package. With 24 multi-functional features and pockets, the Little Zoe will help to keep you organized and hands-free while keeping all your essentials within easy reach.</p> <p>Exceeding storage expectations, this laptop backpack is equipped with a shoe compartment, luggage trolley backstrap, water bottle holder, underside yoga mat-holding umbrella strap, and card slots. Plus, it comes with a 5-way wear zip-off detachable crossbody.</p> <p>Overall Size: H 14.0" x L 13.5" x W 6.0", Weight: 3.8 lbs Lux & Nyx is a WMBE certified SMB that dedicates itself in creating elegant, sustainable products for high achievers, advocating for gender equality and diversity.</p> | <p>703 characters, 110 words</p> |
| <p>Short Product Description</p> | <p>Hands-free convenience for your essentials</p> | <p>42 characters 5 words</p> |
| <p>Product Details</p> | <ul style="list-style-type: none"> • Detachable 5-way wear crossbody • Multi-functional, multi-purpose design • Zip-up shoe compartment • Trolley strap for easy travel • Padded laptop compartment • Easy access outside phone pocket • Easy-care • 5-way wear crossbody can be wearable as a clutch, belt • bag, wristlet, crossbody, or shoulder bag • Two-way zippered main compartment | <p>579 characters 92 words</p> |

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| | <ul style="list-style-type: none">• Convenient water bottle holder• Discreet utility strap for umbrella• Convenient key leash• Scratch-proof satin material• Easy access credit card slots• Weather resistant interior and exterior• Eco-positive Freedom Fiber for ultra durability | |
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