

Mid 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 — Mid Origami Tablet Tote (Black)	43 characters, 8 words
Short Product Title	Lux & Nyx — Mid Origami Tote	28 characters, 6 words
Product Subheading	Daily Tote that fits a Tablet	29 characters, 6 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>Meet the new home for your everyday essentials. Primed to carry all your necessities including your 11" tablet, the Mid Origami allows for spacious organization and easy storage.</p> <p>Overall Size: L 10" x H 9" x W 5" Weight: 1.85 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>	395 characters, 67 words
Short Product Description	Spacious organization in a tote that fits your tablet	53 characters 9 words
Product Details	<ul style="list-style-type: none"> • Zip top closure • Removable crossbody strap • Easy-care • Convertible trolley sleeve for travel • Weather Resistant • External pockets for easy access • Expandable design for more room • Multi-functional, multi-purpose design • Neoprene fabric for premium shock absorption • Nylon interior for easy clean • Upcycled, no waste leather details 	333 characters 54 words