

## Origami Belt Bag - Product Copywriting

### Brand Story - The Inclusive Collection

540 characters, 83 words

With the launch of the Inclusive Collection, Lux & Nyx champions modern individuals to achieve beyond boundaries with “unisex” redefined. With the insights of 10,000 diverse voices, every piece within this line is designed to fit most frames in looks, needs, and fit. This collection empowers all genders, shapes, and sizes, supporting a future where gender equality thrives.

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 — Origami Sling Bag + Belt Bag - Unisex   | 50 characters, 12 words  |
| Short Product Title | Lux & Nyx — Origami Belt Bag  | 28 characters, 7 words   |
| Product Subheading  | Unisex Sling Bag + Belt Bag   | 27 characters, 6 words   |
| Design Story        | <p>Blending elements from the East and West, the Origami Series embodies precision, minimalism, and function inspired by the meticulous art of origami and modern practicality.</p> <p>The Origami Belt Bag extends this series, designed to embrace life without restraint with its practical compartments and hands-free feature. You're equipped to be fully present and make life truly</p> | 496 characters, 77 words |

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|---------------------------|--|---------------------------|
|                           | worthwhile with the freedom to run, dance, hold hands, give hugs or high-fives, allowing you to do what makes you feel alive.  |                           |
| Long Product Description  | <p>Redefining the way you carry essentials hands-free. This belt bag empowers you to seize life's adventures, embracing moments that matter most.</p> <p>A sanctuary for your essentials, from your phone to keys, featuring convenient features including multiple compartments, an adjustable strap and a quick-release magnetic buckle, the Origami Sling &amp; Belt Bag makes a dependable companion on the daily, giving you confidence to be fully present.</p> <p>Overall Size: D 2.5 " X H 5.5" X W 9.4", Weight: 0.49 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> | 657 characters, 105 words |
| Short Product Description | A convenient unisex accessory that allows you to be fully present and make life truly worthwhile – hands-free.   | 110 characters, 18 words  |
| Product Details           | <ul style="list-style-type: none"> <li>• 2-way wear as a belt or sling bag</li> <li>• Signature Victory Sleeve w/ zipper pocket</li> <li>• Adjustable infinity belt strap</li> <li>• Quick-release magnetic belt buckle</li> <li>• Interior mesh pocket</li> <li>• Interior credit card slots</li> <li>• D-ring for keys</li> <li>• Easy care and weather-resistant materials</li> </ul>   | 263 characters 45 words   |

