

Origami Daily Backpack - Product Copywriting

Brand Story - The Inclusive Collection

491 characters, 81 words

Lux & Nyx is committed to promoting gender equality and supporting high-achieving women. Through our new unisex line, we aim to empower those who cheer on high achieving women in their pursuit of success. With sleek and functional products, it is our goal to enable these men and women to achieve their goals and support others.

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 Daily 15" Laptop Backpack with Trolley Strap (Black)	72 characters, 12 words
Short Product Title	Lux & Nyx — Origami Daily Backpack	34 characters, 6 words
Product Subheading	Daily 15" Laptop Backpack	25 characters, 4 words
Design Story	The art of origami inspired us to craft a smart, minimalistic collection as bold and versatile as you are. This backpack is the perfect companion for those who live their daily lives with intention, empowering you to conquer each day with confidence and purpose.	262 characters, 44 words
Long Product Description	Empowering you to take on each day with confidence, this versatile backpack is designed to support you through your daily	629 characters, 97 words

	<p>endeavors.</p> <p>With its sleek and functional design featuring multiple internal and external pockets, including compartments for your 16" laptop, phone, and other essentials beyond expectations, the Origami Daily Backpack represents your consistent dedication to excellence every single day.</p> <p>Overall Size: L 11.2" X H 16.75" X W 6", Weight: 4 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>	
Short Product Description	A reliable backpack that elevates your daily grind to extraordinary heights.	76 characters 11 words
Product Details	<ul style="list-style-type: none"> • Easy access 16" laptop compartment • Trolley strap for travel • Quick access front V pocket with zipped phone pocket • Spacious main compartment • Multiple interior pockets • Easy-access utility pocket • Water bottle pockets on both sides • Convenient top handle loops for attaching accessories • Cushioned top handle • Padded back panel and straps for comfort • Easy care and weather-resistant materials • Matte satin exterior 	423 characters 70 words