

Purpose Backpack - Product Copywriting

Brand Story - The Inclusive Collection

538 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 — Purpose Multi-Compartment 16” Laptop Backpack	57 characters, 9 words
Short Product Title	Lux & Nyx — Purpose Backpack	28 characters, 5 words
Product Subheading	Multi-Compartment 16” Laptop Backpack	37 characters, 4 words
Design Story	The Purpose Backpack was created to embody the essence of purpose, aspiration, and possibility. With its thoughtful design inspired by mindful organization, this backpack stands as your steadfast ally, empowering you to tread through life with clarity, intention and confidence. Having access to everything you need, you are driven to achieve, even more than what you thought possible.	385 characters, 58 words

<p>Long Product Description</p>	<p>More than a backpack, it carries your dreams, purpose, and potential. With smart features inspired by mindful organization, the Purpose Backpack drives your journey with intention and clarity, knowing that everything you need is within easy reach.</p> <p>Featuring a sleek design, a 16" laptop compartment, multiple internal and external pockets, and other clever functions, this bag is your steadfast ally, empowering you to tread through life with confidence. With this backpack on your shoulders, conquer each day with conviction and purpose as you achieve more beyond your expectations.</p> <p>Overall Size: L 11" X H 17.3" X W 5.4", Weight: 2.4 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>	<p>804 characters, 127 words</p>
<p>Short Product Description</p>	<p>A multi-compartment backpack inspired by mindful organization</p>	<p>61 characters 7 words</p>
<p>Product Details</p>	<ul style="list-style-type: none"> • Easy access 16" padded laptop compartment • Trolley strap for travel • Easy access front utility pocket • Quick access front vertical pocket with key leash • Spacious main compartment • Multiple interior pockets • Water bottle pockets on both sides • Convenient top handle loops for attaching accessories • Cushioned top handle 	<p>411 characters 68 words</p>

- | | | |
|--|--|--|
| | <ul style="list-style-type: none">• Padded back panel and straps for comfort• Easy care and weather-resistant materials | |
|--|--|--|