

Small Origami - 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, 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 — Small Origami Tote (Black)	38 characters, 7 words
Short Product Title	Lux & Nyx — Small Origami Tote	30 characters, 6 words
Product Subheading	Functional Crossbody + Handbag	30 characters, 3 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 alongside your needs, the Origami is purposeful and practical	245 characters, 41 words

	from its removable crossbody strap to its handy key leash.	
Long Product Description	<p>We're bringing it back to the basics. Offering refined organization and storage, don't be fooled by her sleek design—she fits more than meets the eye.</p> <p>The Small Origami packs a punch with its multiple functions, including a removable crossbody strap, a key leash, and a water bottle holder. Discover maximized minimalism with its easily expandable shape, and a flat, square bottom, adapting to your needs like no other bag.</p> <p>Overall Size: L 10" x H 7" x W 5", Weight: 0.995 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>	642 characters, 108 words
Short Product Description	Efficient storage in a petite space	35 characters 6 words
Product Details	<ul style="list-style-type: none"> • Optimal storage for cell phone & sunglasses • Easy-care • Convenient key leash • Removable crossbody strap • Detachable water bottle pocket • Expandable design for more room • Multi-functional, multi-purpose design • Neoprene fabric for premium shock absorption • Waxed canvas interior for easy clean 	331 characters 53 words

	• Upcycled, no waste leather details	
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