

Renaissance Travel 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 — Renaissance Convertible 17" Laptop Travel Backpack + Briefcase	74 characters, 12 words
Short Product Title	Lux & Nyx — Renaissance Travel Backpack	39 characters, 6 words
Product Subheading	Convertible Travel Backpack + Briefcase	39 characters, 4 words
Design Story	The Renaissance Travel Backpack represents the values of strength, independence, and adaptability. Functional and versatile, this backpack is an embodiment of every trailblazer's journey to pursue passions and live a balanced life. It's the perfect companion for the modern adventurer who's always on the go, embracing new experiences and opportunities.	353 characters, 50 words
Long Product	Think adventure, feel empowered, and do it all with style, space,	622 characters, 97 words

<p>Description</p>	<p>and function. Made for modern high-achieving travelers, this versatile 2-way wear bag is the perfect companion in experiencing life to the fullest.</p> <p>Wearable as a backpack or a briefcase, this travel bag is loaded with function with an expandable interior, trolley strap, thoughtful pockets, convenient tuck-away compartments and straps, and more.</p> <p>Overall Size: L 18" X H 13", Weight: 4.4 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>Short Product Description</p>	<p>A 2-way wear bag loaded with function for the modern traveler</p>	<p>61 characters 11 words</p>
<p>Product Details</p>	<ul style="list-style-type: none"> • Wear as a briefcase or a backpack • Expandable interior • Trolley strap for travel • 17" easy access laptop compartment • Secret back pocket • Water bottle pocket • Easy access front pocket • 180 degrees opening mode • Tuck-away mesh compartment • Tuck-away backpack strap mechanism • Adjustable sternum strap • Padded back panel for comfort 	<p>421 characters 75 words</p>

	<ul style="list-style-type: none">• Easy care• Weather resistant• Durable and stain resistant exterior• Perfect for travel	
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