

Wine Tote (Upcycled Leather) - Product Copywriting

Brand Story - The Wine Tote Series

516 characters, 75 words

The perfect companion to every celebration.

Intentionally and eco-consciously designed, The Champagne & Wine Tote makes a perfect conversation starter. Inspired by sailor's knots that symbolizes unity, it's a functional accessory with a story. Made with eco-friendly and durable materials, it embodies strength and sophistication with a touch of luxury.

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 — Wine Tote 1.5L Wine Bottle Carrier (Upcycled Leather)	65 characters, 11 words
Short Product Title	Lux & Nyx — Wine Tote (Upcycled Leather)	40 characters, 7 words
Product Subheading	Unique Wine Carrier	19 characters, 3 words
Design Story	The special 'knot' design was inspired by sailor's knots: the symbol of a tie that binds stronger with strain and the passage of time. Sailor's knots hold together the mast and sail, a point of unity that steers the ship through its voyage. When you enter a room: you are the conversation starter, making sure everyone is taken care of, and having a good time. You are the 'knot' that holds everyone	477 characters, 83 words

	together, creating stronger bonds, enduring through time. Let's toast to you.	
Long Product Description	<p>Make an entrance in style when you arrive carrying your champagne or wine bottle with this unique Lux & Nyx design.</p> <p>Inspired by sailor's knots that symbolizes unity, it's a functional accessory with a story. Made with eco-friendly and durable materials, it embodies strength and sophistication with a touch of luxury. A conversation starter perfect for gifting to self or to your socially conscious friend.</p> <p>Overall Size: L 14cm x W 6cm x H 43cm, Weight: 0.8 lbs, Holds up to a 1.5L bottle 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>	653 characters, 109 words
Short Product Description	An elegant conversation starter perfect for all celebrations	60 characters 8 words
ProductDetails	<ul style="list-style-type: none"> • Unique Knot Design • Upcycled, no waste leather details • Easy care • Weather resistant • Durable and stain resistant exterior • Holds up to 1.5L bottle • Perfect for gifting • Best companion for wine and champagne 	209 characters 39 words