

Large Zoe Backpack - Product Copywriting

<div><div>Brand Story - The Zoe Backpack Series</div><div>665 characters, 98 words</div><div><p>This beautiful backpack suits everyday on-the-go needs in function and class of every high achieving woman.</p><p>The Zoe Backpack keeps every #girlboss organized and hands-free. Exceeding storage expectations, this laptop backpack is equipped with a shoe compartment, luggage trolley backstrap, water bottle holder, underside yoga mat-holding umbrella strap, and card slots. Plus, it comes with a 5-way wear zip-off detachable crossbody. The Zoe can move with hustling women wherever their travels take them.</p><p>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></div></div>		
Long Product Title	Lux & Nyx — The Zoe 15” Laptop Backpack with Detachable Clutch (Black)	71 characters, 13 words
Short Product Title	Lux & Nyx — The Zoe Backpack with Detachable Clutch	51 characters, 9 words
Product Subheading	15" Laptop Backpack with Detachable Crossbody	45 characters, 6 words
Design Story	The Zoe Backpack inspired the formation of Lux & Nyx, born from the frustration of hunting for a transitional bag suitable for all our needs. 40+ prototypes later, this bag makes the perfect fit for your busy schedule no matter what life throws your way.	254 characters, 45 words

Long Product Description	<p>Convenience is the Zoe Backpack's middle name. With 27 multi-functional features and pockets to keep you organized and hands-free, all of your essentials are within easy reach no matter where you're traveling next.</p> <p>Exceeding storage expectations, this laptop backpack is equipped with a shoe compartment, luggage trolley backstrap, water bottle holder, underside yoga mat-holding umbrella strap, and card slots. Plus, it comes with a 5-way wear zip-off detachable crossbody.</p> <p>Overall Size: H 15.6" x L 13.4" x W 8.5", Weight: 4.2 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>	697 characters, 108 words
Short Product Description	An elegant 2-in-1 bag perfect from travel to boardroom	54 characters 9 words
Product Details	<ul style="list-style-type: none">• Detachable 5-way wear crossbody• Multi-functional, multi-purpose design• Zip-up shoe compartment• Trolley strap for easy travel• Padded laptop compartment• Easy access outside phone pocket• Easy-care• 5-way wear crossbody can be wearable as a clutch, belt bag, wristlet, crossbody, or shoulder bag• Two-way zippered main compartment	577 characters 91 words

	<ul style="list-style-type: none">• Convenient water bottle holder• Discreet utility strap for umbrella• Convenient key leash• Scratch-proof satin material• Easy access credit card slots• Weather resistant interior and exterior• Eco-positive Freedom Fiber for ultra durability	
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