


SAMPLES OF PRODUCT COPY WRITTEN FOR COMPANY WEBSITE

These seven pages highlight just a few samples of product copy I wrote for various brands carried by The Walking Company. These are just a dozen or so samples of over hundreds of product copy I produced.

TWC Calendar Schedule Content Email Test Search *LIVE* Logged in as STACYM

Edit Item Copy Merrell :: Women_MERRELL Chateau Mid Lace Polar :: Oak :: 3310-4559C

Chateau Mid Lace Polar - Oak 3310-4559C \$109.97



Live Copy:


Brave winter temperatures with ease in the women's **Merrell Chateau Mid Lace Polar boot**. The waterproof lace up features a cozy, stylish faux fur collar that adds warmth and cushy softness. Lightweight insulation from M Select™ Warm provides a perfect inner climate throughout the day, while the EVA contoured footbed delivers support where you need it. The M Select™ Ice outsole provides increased traction on cold weather surface conditions

- Waterproof, full grain leather upper with a lace up closure for optimal fit.
- Faux fur collar for added warmth and comfort.
- M Select™ Dry membrane keeps water out, so feet stay dry and comfortable.
- M Select™ Warm lightweight insulation for added warmth.
- M Select™ Fit.Eco blended EVA contoured footbed with an insulated top sheet and organic odor control for ultimate comfort.
- M Select™ Ice outsole provides maximum traction and stability on cold weather surface conditions.
- Shaft Height: Approx. 11½ inches
- Heel Height: 2 inches

TWC Calendar Schedule Content Email Test Search *LIVE* Logged in as STACYM

Edit Item Copy Merrell :: Women_MERRELL Emma Leather :: Brunette :: 3540-5646

Emma Leather - Brunette 3540-5646 \$119.95



Live Copy:

This urban-friendly women's **Merrell Emma Leather slip-on** is enhanced by a full grain water resistant leather upper and breathable mesh liner for added comfort. The stretch collar offers an easy on and off while the EVA footbed with memory foam cushions the foot for all-day wear. The lightweight PU midsole ensures a durable stride and the M Select™ GRIP outsole provides outstanding traction and grip.

- Full grain water resistant leather upper.
- Breathable mesh lining provides the perfect inner climate.
- Stretch collar for easy on and off.
- EVA footbed with memory foam.
- Lightweight PU midsole for durability.
- M Select™ GRIP outsole tunes each outsole with durable traction that grips when and where you need it.

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Ecco :: Women_ECCO ▾

Babett 45 GTX Boot :: Espresso :: 3330-1606 ▾

Babett 45 GTX Boot - Espresso**3330-1606****\$219.95****Live Copy:**

Keep warm in top fashion and ultimate comfort in the women's ECCO® **Babett 45 GTX Boot**. The sleek style features rich leather with an interior zipper designed for shaft width adjustability. Durable, lightweight and flexible, the riding boot is the perfect cold weather accessory.

- Rich, premium leather upper.
- Warm lining with GORE-TEX® membrane provides a cozy and dry inner climate.
- Zip up closure for shaft width adjustability.
- Removable felt-covered inlay sole with ECFS™ Soft for long-lasting cushioning.
- Direct-injected, one-component polyurethane outsole is lightweight, flexible and provides traction.
- Heel Height: Approx. 1¾ inches
- 216063-11001 ESPRESSO

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Propet :: men_propet ▾

Hatterus :: Brown :: 5610-1101 ▾

Hatterus - Brown**5610-1101****\$79.95****Live Copy:**

Enjoy the ease and comfort of the men's **Propet Hatterus sandal**. The wide, full grain leather strap across the vamp assures a secure and personalized fit, while the adjustable hook and loop closure allows for easy on and off. The memory foam-cushioned footbed, paired with a cushioned EVA midsole, offers unparalleled, long-lasting comfort. The high-performance rubber outsole provides durable traction and stability.

- Full grain leather upper with an adjustable hook and loop closure across the entire vamp for optimal fit.
- Neoprene lining.
- Rejuve Motion Technology™ helps maintain correct alignment.
- Memory foam-cushioned footbed with a cushioned EVA midsole delivers ultimate comfort.
- Durable rubber outsole provides maximum traction and stability.

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Propet :: women_propet ▾

Travellite Slip-on :: Silver :: 3510-3248C ▾

Travellite Slip-on - Silver**3510-3248C****\$29.97****Live Copy:**

Enjoy all-day comfort wherever the day takes you in the women's **Propet Travelite Slip-on**. The breathable mesh and nylon upper features an elasticized collar for stretchy comfort you'll appreciate. The removable, cushioned EVA insole delivers superior comfort, while the EVA outsole with rubber inserts provides ultimate traction for surefooted steps and maximum support.

- Lightweight nylon and mesh upper with synthetic leather trim offers a breathable foot environment.
- Elasticized collar conforms to your foot for a personalized fit.
- Protective toe cap for durability.
- Removable EVA insole cushions from heel to toe.
- EVA outsole with rubber inserts for traction.
- Heel Height: 1¾ inches.

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Ecco :: Women_ECCO ▾

Sneak Perf :: Amber :: 3530-4336 ▾

Sneak Perf - Amber**3530-4336****\$149.95****Live Copy:**

Perfect for your active lifestyle, the women's ECCO® Sneak Perf delivers superior, all-day comfort. The perforated leather upper features a lace up closure for a secure and personalized fit. The premium leather sock lining keeps the foot fresh and dry, and the molded footbed provides step-by-step cushioned support. The light and flexible outsole provides durable traction.

- Perforated leather upper with a lace up vamp for optimal fit.
- Breathable textile lining ensures all-day comfort.
- Removable, leather-covered footbed with ECFS™ creates the perfect inner climate.
- The lightweight direct injected polyurethane outsole provides superior traction.

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Propet :: women_propet ▾

Julene :: Beige :: 3510-0100 ▾

Julene - Beige**3510-0100****\$79.95****Live Copy:**

Casual style meets all-day comfort in the women's Propet Julene mary jane. The open and breathable design across the vamp with contrast stitching detail adds visual interest. The adjustable instep strap secures the foot in place, while the lightweight outsole provides unparalleled traction and stability, ideal for extended wear.

- Full grain leather upper with cutout detail for style and breathability.
- Adjustable hook and loop instep strap for optimal fit.
- Breathable leather lining.
- Lightweight polyurethane outsole provides maximum traction and stability.
- Heel Height: 1 inch

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Ecco :: Women_ECCO ▾

Incise Urban Slip On :: Black-Black Stretch :: 3530-2740 ▾

Incise Urban Slip On - Black-Black Stretch**3530-2740S****\$99.00****Live Copy:**

Start and end your hectic day in laid back style and durable comfort with the women's ECCO® Incise Urban Slip On. The soft leather and flexible, stretch fabric upper ensures that there's no compromise on comfort. The premium leather sock lining keeps the foot fresh and dry, while the molded footbed provides step-by-step cushioned support. The polyurethane outsole offers maximum durability and grip.

- Modern stretch fabrics and rich, premium leather offer ultimate comfort and durability.
- Soft sock lining ensures a moderate, dry environment.
- Molded insole meets the foot in cushioned support.
- Direct injected polyurethane outsole for increased traction and stability.

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Saucony :: Women_Saucony ▾

Ride 9 ::

:: 3210-5299C ▾

Ride 9 - Grey-Coral

3210-5299C

\$49.97

**Live Copy:**

Take off with a smoother, more cushioned stride in the women's **Saucony Ride 9 running shoe**. FlexFilm™ technology makes the nylon mesh upper flexible and seamless, while moisture-wicking RunDry mesh lining keeps the foot dry. The EVERUN topsole construction delivers smoother landings in the heel and reduced pressure in the forefoot, contributing to a smooth heel-to-toe transition. Experience unparalleled durability and comfort thanks to the 30% lighter carbon rubber outsole.

- FlexFilm™ technology makes the nylon mesh upper flexible, smooth and seamless.
- RunDry nylon and mesh lining wicks away moisture to help keep feet dry.
- SCR landing zone technology absorbs impact and distributes pressure for added cushioning.
- EVERUN topsole construction provides smoother landings in the heel and reduced pressure in the forefoot.
- Tri-Flex outsole design delivers more ground contact and flexibility at toe-off.
- iBR+™ injected blown rubber outsole delivers high durability and added comfort with a 30% lighter feel.

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Ecco :: Women_ECCO ▾

Shape 55 Mid Cut Boot :: Cognac :: 3330-2677C ▾

Shape 55 Mid Cut Boot - Cognac

3330-2677C

\$89.97

**Live Copy:**

Simple detailing combines with premium technology to make the women's ECCO® **Shape 55 Mid Cut Boot** a timeless wardrobe essential. The leather strap with buckle detail adds a layer of sophistication. Handcrafted, premium leather upper ensures the utmost in softness. The anatomically molded footbed and soft polyurethane lined midsole provide ultimate all-day comfort. The direct injected polyurethane outsole is lightweight, flexible and delivers maximum traction.

- Lightweight premium leather upper ensures utmost softness
- Anatomically molded footbed offers ultimate comfort.
- Soft polyurethane midsole provides cushioned support for all-day wear.
- Flexible polyurethane outsole for optimal traction.
- Heel Height: 2 inches

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Ecco :: Men_ECCO ▾

Soft 8 Street High :: Lion :: 5430-4414S ▾

Soft 8 Street High - Lion**5430-4414S****\$139.00****Live Copy:**

The simplicity and old-world charm of the men's ECCO® **Soft 8 Street High leather high-top sneaker** offer unique style in every step. The subtle distressed effect on the full grain leather uppers, along with the lace-up closure in the vamp, lend ultimate comfort to this sneaker's trendy character. The full leather lining ensures a pleasing, dry environment. The removable leather-covered inlay sole with ECFS™ offers increased air circulation while the polyurethane, thick outsole delivers flexibility and ultimate traction.

- Full grain leather uppers with long lace-up closure offers a personalized fit.
- Full leather lining ensures a perfect inner climate.
- Removable foot-sculptured leather-covered inlay sole with ECFS™ for increased air circulation.
- Direct-injected polyurethane outsole keeps this high-top sneaker light and flexible, yet offers superior traction.

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Propet :: women_propet ▾

Stability Walker Strap :: Black :: 3210-4520 ▾

Stability Walker Strap - Black**3210-4520****\$84.95****Live Copy:**

Perfect for leisure strolls or long days on your feet, the women's **Propet Stability Walker Strap** will keep feet in total comfort. Two adjustable hook and loop straps across the vamp help secure the foot in place. The cushioned footbed with a gel heel pad and arch support deliver all-day comfort.

- Full grain leather upper with two adjustable hook and loop straps for optimal fit.
- Padded tongue and collar for added comfort.
- Cushioned PU footbed with gel heel pad for ultimate support.
- EVA midsole with arch support.
- Durable rubber outsole provides traction and stability.

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Ecco :: Men_ECCO ▾

Jeremy Hybrid Boot :: Cognac :: 5430-6024S ▾

Jeremy Hybrid Boot - Cognac**5430-6024S****\$159.00****Live Copy:**

Combining hard-wearing construction with innovative functionality, the men's ECCO® **Jeremy Hybrid Boot** offers stylish comfort. This contemporary derby boot sports a brushed full-grain leather upper with a lace-up vamp to deliver a personalized fit. The partial leather lining and removable leather-covered inlay sole with ECFS® ensure increased air circulation and extra cushion. The durable direct-injected polyurethane outsole with textured tread provides excellent stability and unsurpassed comfort.

- Durable brushed full-grain leather upper with lace-up vamp for a personalized fit.
- Partial soft and supple leather lining ensures all-day comfort.
- Removable leather-covered inlay sole with ECFS™ for increased air circulation and a perfect inner climate.
- Durable, robust polyurethane outsole delivers maximum traction and grip.