
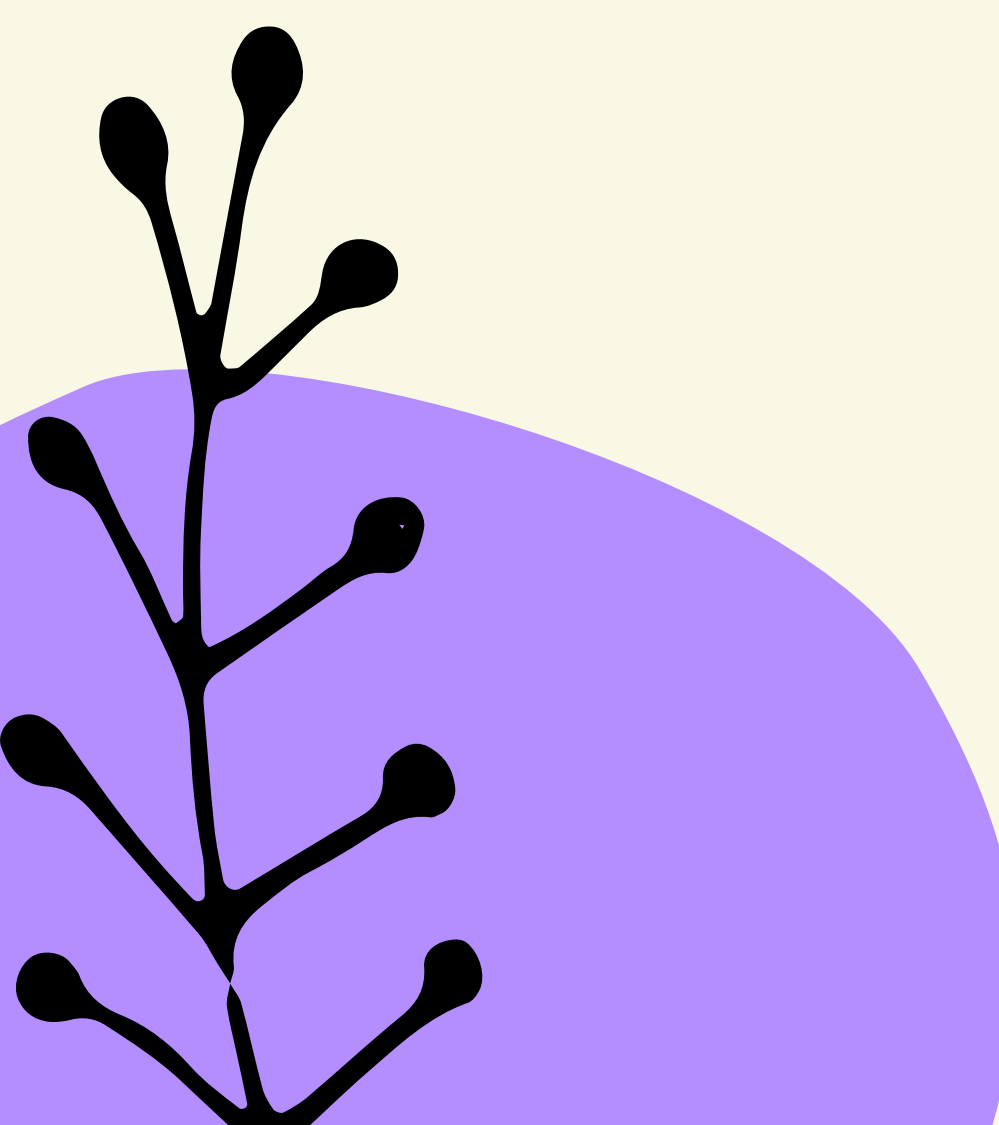




Product Deck

# LOLA ADE

Mother's Day

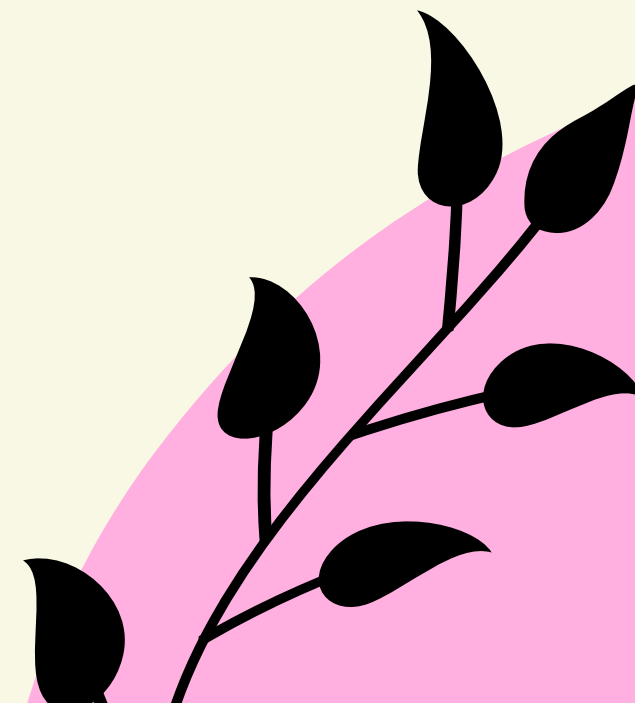


# INTRODUCTION TO LOLA ADE

Welcome to Lola Ade! The shop name comes from my West African heritage. Lola Ade (pronounced "Law-lah (like lullaby) Add-A") is a Nigerian name from the Yoruba language. Lola translates to "Wealthy" and Ade means "Crown." The two words are a combination of names given to me by family: my maternal grandmother named me "Lola" and I inherited "Ade" as part of my last name from my paternal lineage. The cultural pride my family has instilled in me to humbly wear my head held high and display my "crown" is the same type of love and dedication I apply to aspects of my shop: authentic and original with splashes of cultural pride. Living in Lagos, Nigeria, as a child opened my eyes to an abundance of color, textures, and local artisans who could create anything by hand. Now, as an avid traveler, I am constantly in awe of the pops of color I see in different cultures. Since 2010, I have been handcrafting jewelry locally inspired by things I have seen and places I have been.

**PAMELA**

Founder and CEO



# MAMA NECKLACES

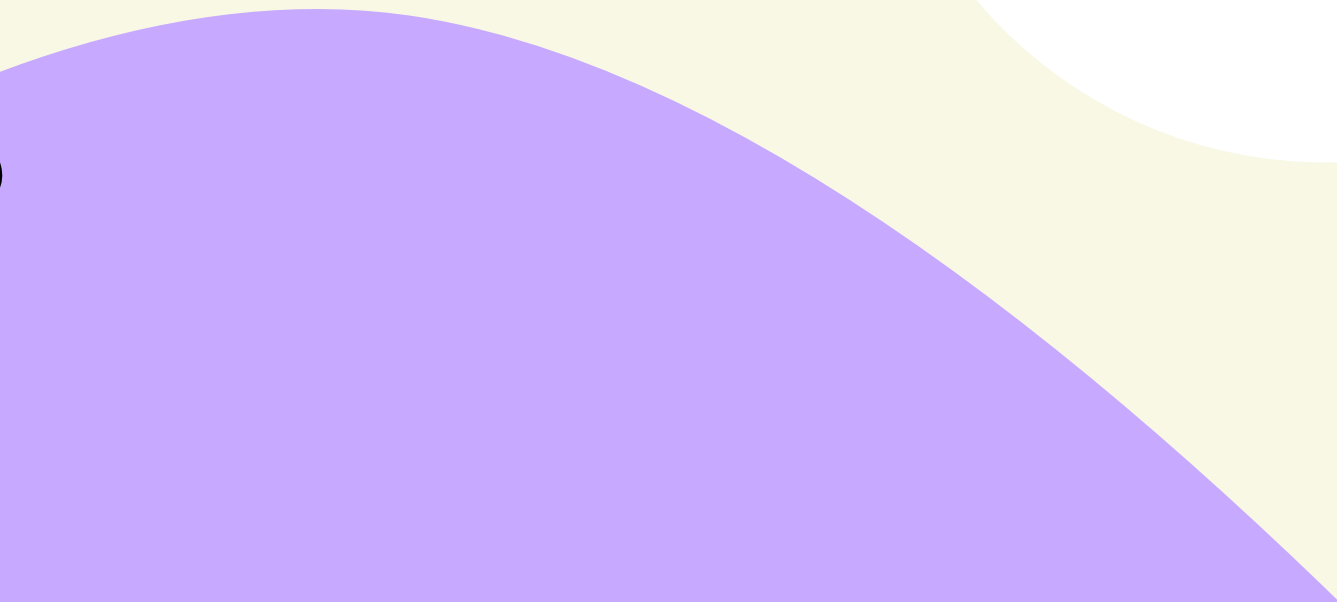
Lowercase Mini Mama Necklace

\$69.99



Mama Spaced Letter Necklace

\$69.99



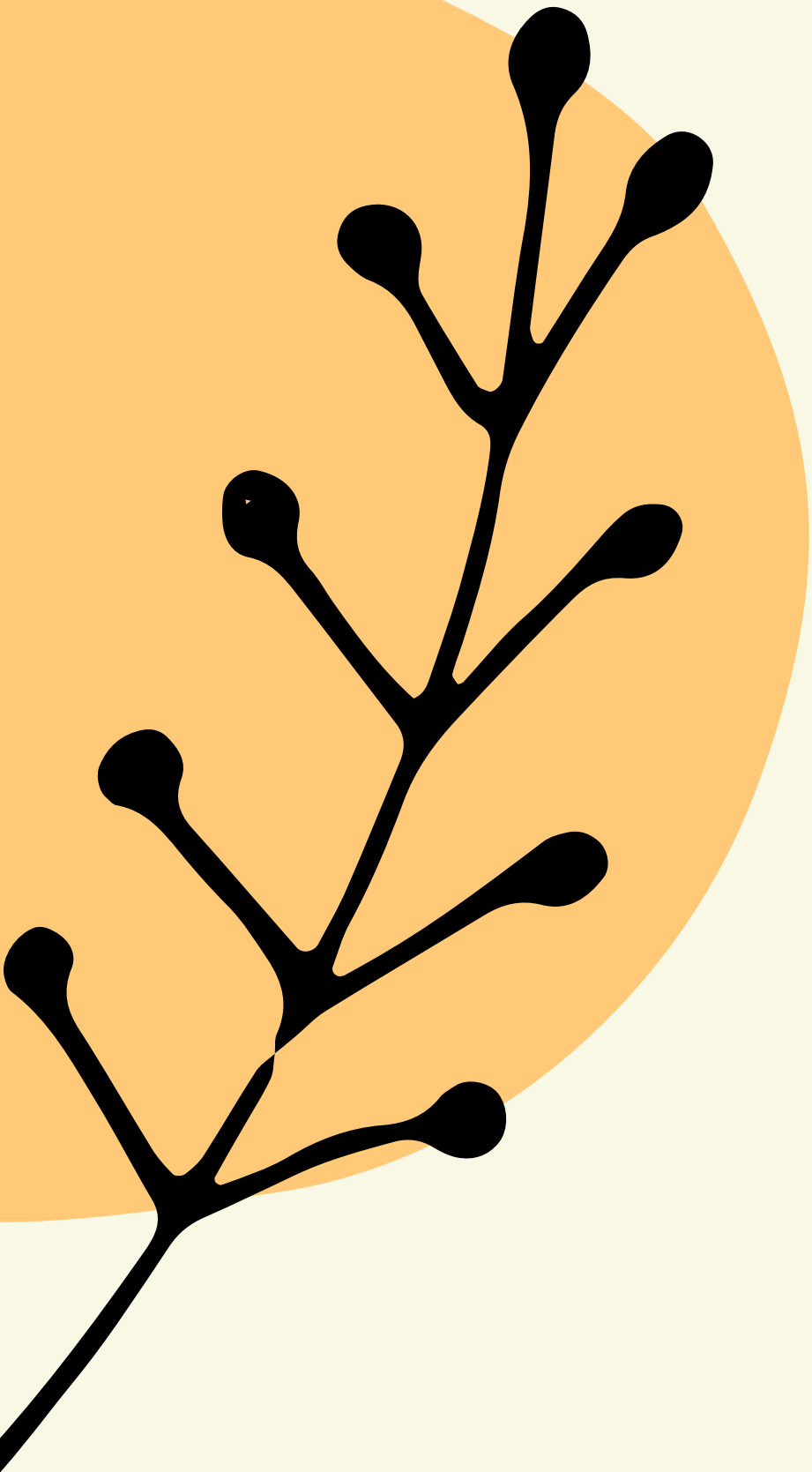
# CONTENT BRIEF OVERVIEW

At Lola Ade, we curate and create pieces that can easily be a part of a minimalistic or glamorous wardrobe.



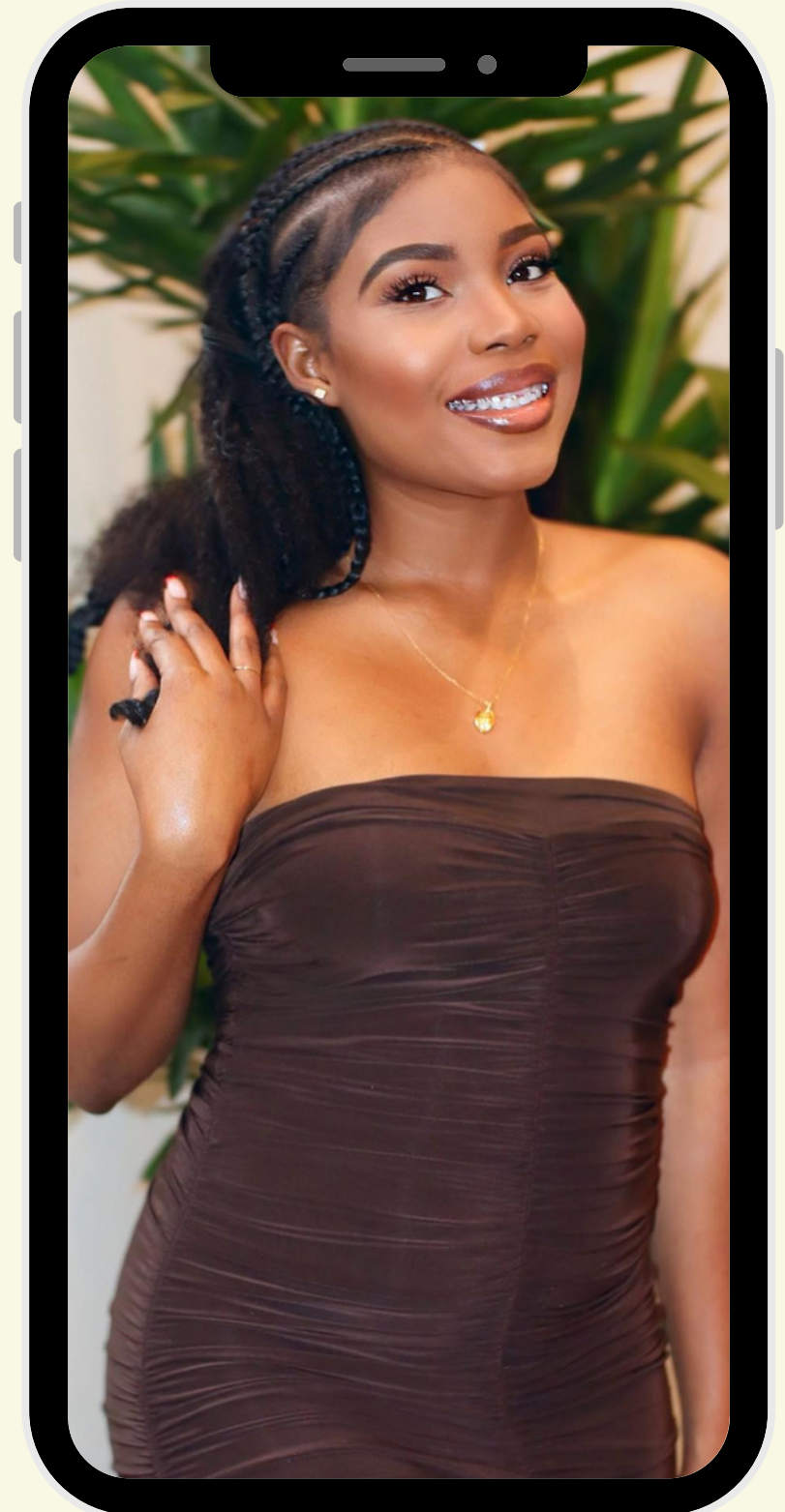
# CONTENT REQUIREMENTS

- Please use bright lighting/outdoor backgrounds with natural lighting when possible.
- Ensure that jewelry can be visibly seen and identified in photos.
- Show yourself in the photos with jewelry styled. Please do not take any product shots with jewelry.
- Refrain from wearing jewelry from other brands. Please only include your selected LOLA ADE pieces.
- Refrain from wearing dark or bright bold-colored clothing (black, blue, green, etc.).
- Please wear neutral clothing (brown, tan, cream, white, etc.). You can reference our feed for examples.



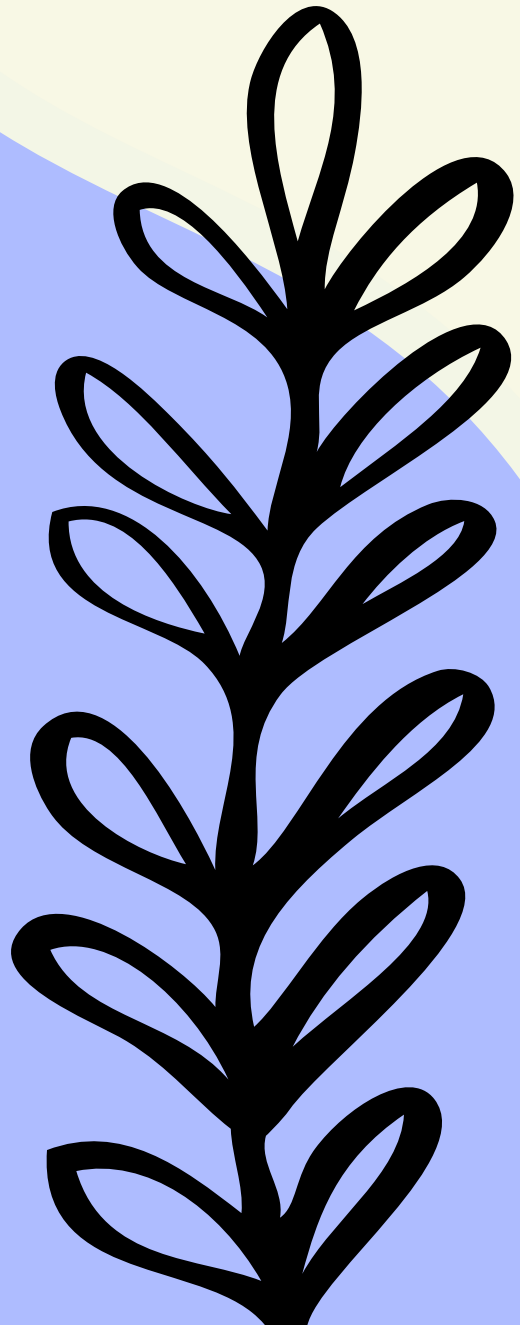
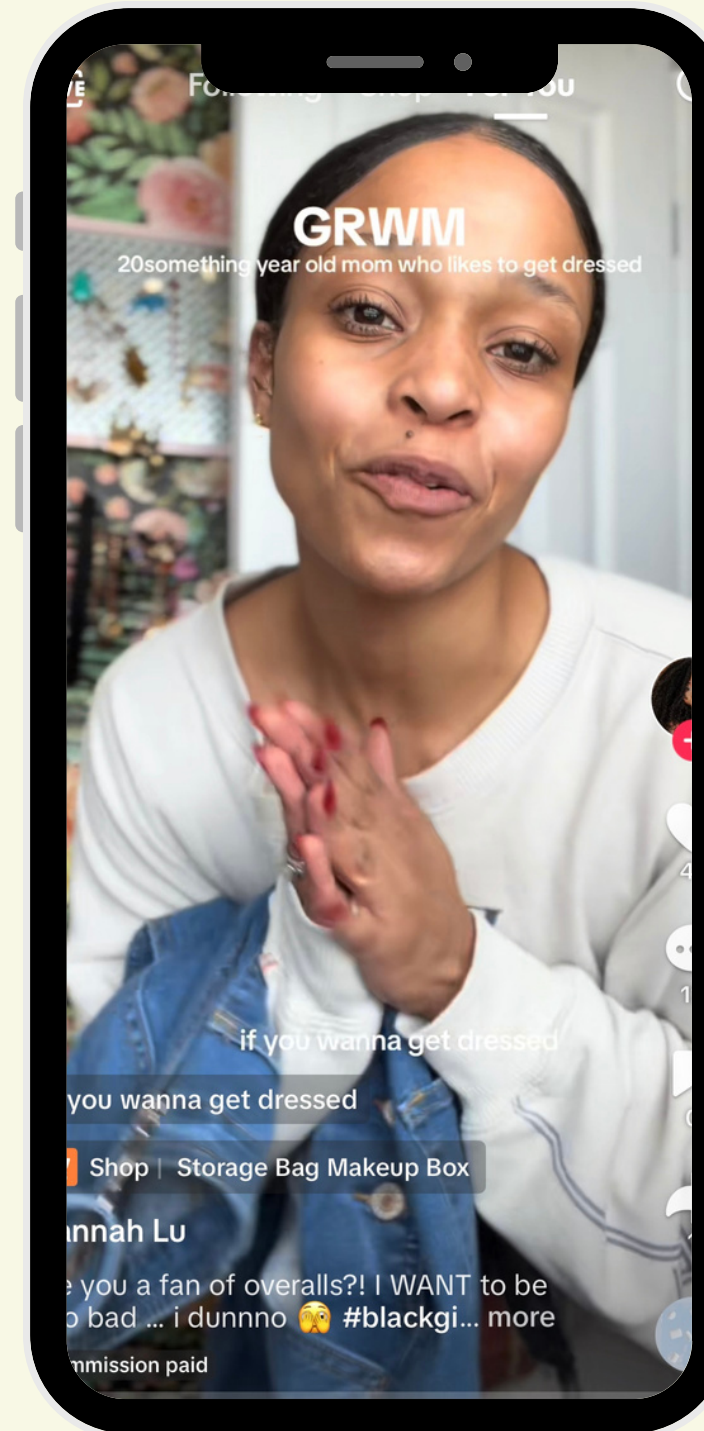


# PHOTO CONTENT EXAMPLES





# VIDEO CONTENT EXAMPLES



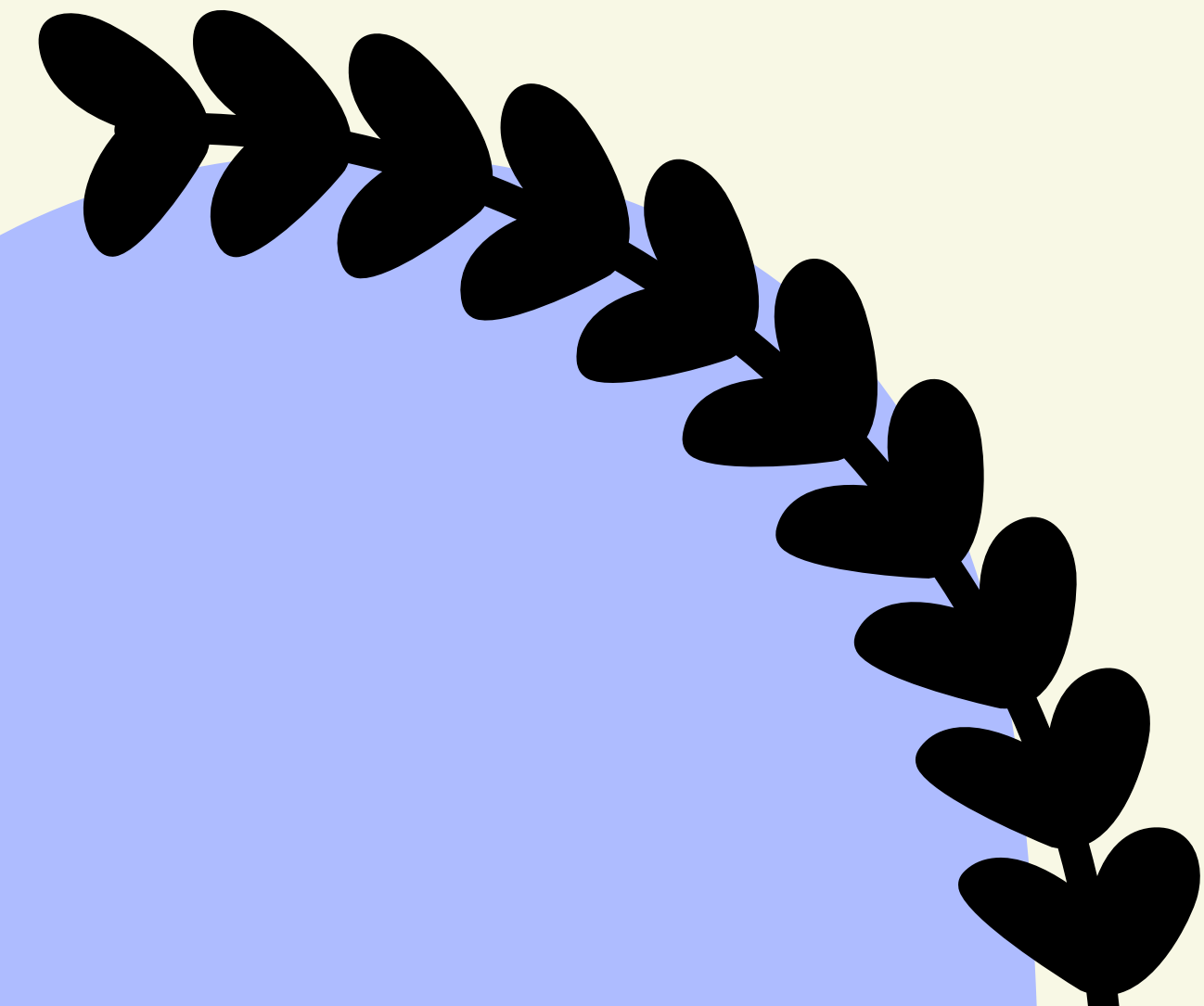
# REQUIREMENTS FOR PHOTOS

## DO'S

- Shoot in bright or natural lighting.
- Wear neutral colored clothing.
- Ensure the jewelry is visible in your photos.
- Show yourself in the styled pieces.
- Shoot in a clutter free background.

## DON'TS

- Wear jewelry from other brands.
- Take photos in poorly lit or dim lighting. Always aim to use natural lighting when possible
- Wear dark colors, busy patterns, or clothing with visible branded logos.
- No product only shots, we want to see you in the pieces!
- Stand too far away in your photo, where jewelry is not visible.
- Shoot in a background with visible damage, clutter, busy or non-appealing backgrounds.





# REQUIREMENTS FOR VIDEOS

## DO'S

- Maximum of 0:30
- MUST send creative concepts for review
- MUST send drafts for review
- MUST send fully edited videos with transitions, text overlays, royalty-free music, voiceovers, etc.
- Final videos must be in the following format: 9:16 ratio
- Ensure the Lola Ade logos are 100% visible and easily legible when necessary
- Use music ONLY from Commerical Audio Music Library or create an original sound/voiceover
- Film vertically with a resolution no lower than 1080x1920 in a well-lit area
- Ensure your text overlays are not obstructed by elements such as captions, CTA buttons, etc., within the TikTok and Instagram app

## DON'TS

- Show other visible brands or products
- Film with dark lighting
- Wear clothing with obstructing names or patterns that would clash with the products (reference colors on previous pages for what to wear)
- Mention competitor brands
- Send or post videos with copy-righted sounds.



# POSTING GUIDELINES

- Once you have received your package, you will have 14 days to submit your drafted content.
- Content must be submitted to [press@lolaade.com](mailto:press@lolaade.com), for approval prior to posting. Please refrain from posting until your content has been approved by us.
- Once your content has been approved, please post within 5 days and email your content link to [press@lolaade.com](mailto:press@lolaade.com).
- In your posts please use the following hashtags:  
#LolaAde #GiftedbyLolaAde.



# THANK YOU!

- Questions?

Email: [Press@lolaade.com](mailto:Press@lolaade.com)

- Social Media

[@LolaAde](#)

- Website

[www.lolaade.com](http://www.lolaade.com)

WE LOOK FORWARD TO  
WORKING WITH YOU!

