

Faux Brand: Kindred House

Tagline: *Where memory lives.*

About the Brand:

Kindred House is a Black-owned cultural boutique and archival art space that curates heirloom-inspired goods, historical prints, and storytelling experiences rooted in ancestry, memory, and Black legacy.

They sell:

- Archival prints and photo restoration kits
 - Custom family journals
 - Vintage Black photography & curated ephemera
 - Candle lines inspired by generational women
 - Heritage gift boxes
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Launch Campaign Copy for Kindred House

Website Header Copy

Headline:

We Are the Stories Our Grandmothers Didn't Burn.

Subhead:

Rooted in memory, made for the next generation. Explore keepsakes that hold more than history—they hold you.

CTA Button:

Enter the House

Instagram Carousel Copy

Slide 1:

She kept the photo in a Bible. You keep it in your heart.

Slide 2:

This is for the ones who whisper stories across dinner tables.

The ones who smell a recipe and hear a name.

The ones who light a candle and feel a presence.

Slide 3:

Welcome to Kindred House.
Where Black memory lives on shelves.
Where story becomes heirloom.
Where what was lost is reimagined.

Slide 4 CTA:

Shop our Memory Collection.
Launches Friday. Limited pieces, eternal meaning.

Product Description (Custom Family Journal)

Name: *The Lineage Ledger*

Copy:

A guided journal made to document, celebrate, and reclaim your family story—one memory at a time. Features storytelling prompts, ancestry charts, archival pockets, and pages to honor the women who came before you.

Made with acid-free pages and clothbound covers to preserve your words for generations.

Newsletter Welcome Copy**Subject Line:**

You've just entered the House.

Body:

Thank you for joining the Kindred House family.

You'll be the first to know about new drops, ancestral storytelling workshops, and exclusive memory boxes.

Every email is crafted with intention, history, and a little bit of magic.
Welcome home.
