

Project Title: Brand Voice + Messaging Deck

Client: Dando Made, a luxury fashion production and product development start-up based in Porto, Portugal.

Objective: Dando Made needed a distinctive brand voice and core messaging to connect with ethically conscious millennial consumers in a crowded luxury market.

My Role: Lead copywriter – worked with the client to develop comprehensive tone of voice guidelines, craft brand messaging, and refine their value proposition.

Outcome: Created a cohesive brand voice framework that positioned Dando Made as accessible luxury with purpose, guiding all customer-facing communications.

Sample copy:



DANDO MADE INTRODUCTION

Dando Made. Product Development And Production. Based In Porto, Portugal.

We partner with brands, creatives, and businesses of all sizes, transforming ideas into long-lasting, thoughtful products, and overseeing the entire journey from concept to delivery.

From initial sketch to production, we specialise in sourcing, development, and hands-on factory management across fashion and accessories. Our clients share our passion for quality, transparency, and a deep understanding of both the creative and technical sides of building a product.

Located just outside one of Europe's leading manufacturing hubs, we have direct access to trusted factories, dye houses, laundries, and mills. This enables us to stay agile - ready to respond quickly to changes in demand, shifting economies, and varying order volumes through our extended network across Europe and Asia.

DANDO MADE WHO WE ARE

Experience. Expertise. Proximity.

Dando Made is led by Harlee, who brings over a decade of hands-on experience in global production for the fashion industry.

From working with garment suppliers in Hong Kong to leading product development for high-end brands in London, Harlee then relocated to Portugal to be closer to the factories, fabrics, and processes - and to work directly with the makers behind every piece.

Today, Dando Made is a tight, experienced team acting as your on-the-ground partner across sourcing, development, testing, and production.

We also draw on a global network of creatives - from fashion designers to graphic designers - working across categories including homeware, accessories, and bags. This network allows us to curate the best talent for each client.



Project Title: Corporate Explainer Video

Client: ADB Frontier, Asian Development Bank

Objective: Communicate a complex revenue-based funding model to SME business owners in a clear, engaging 3-minute animated video.

My Role: Lead scriptwriter and storyboard developer — translated technical financial concepts into conversational, accessible narrative.

Outcome: Script successfully balanced educational clarity with engaging storytelling, approved by ADB stakeholders and used across their SME outreach campaigns.

Sample script:



ADB FRONTIER - RBF EXPLAINER SCRIPT (2.36 mins) (380 WORDS)

Are you a dynamic, innovative company — but often overlooked for investment because of your size or your business stage?
Or maybe an entrepreneur eager to scale but struggling with the perception of being high-risk?
You're not alone.

Many high-growth businesses in Fiji/Laos/Cambodia face the same challenges when securing the right kind of investment.

Traditional funding options — like loans and equity financing — are often too rigid for companies like yours, which are often locked out of such funding.

And grants may not always help demonstrate the investment-readiness of your company.

At ADB Frontier, we understand your journey — and we want to help.

We understand the need for an alternative option — one that goes beyond these traditional financial frameworks.

That's why we offer Revenue-Based Financing, or RBF — a capital funding model where repayments are a fixed percentage of your monthly revenue. We require no collateral, shares, or equity. You retain full ownership of your company.

RBF works like this: Frontier provides you with growth capital and charges a fee that is aligned with market pricing. The total repayment amount is the original growth capital plus the fixed fee — meaning you know exactly how much you will pay.

You can use the funds for expenses like infrastructure expansion, new product launches, operational costs, or essential equipment — basically, any costs aligned with your company's growth and scaling plans.

Together, we agree on the terms of this growth capital and your repayment plan.

Your monthly repayments are a percentage of your revenue, so the amount may change each month. This flexibility means your payments can go up or down depending on how much revenue your business is generating.

It's a cash-flow-friendly model since it reduces financial pressure; you pay more when your revenue is strong and less during slower months.

But that's not all. We want to provide more than just capital. That's why we offer all our RBF partners post-funding support, including strategic guidance and connections to the ADB network and resources. This ensures you can continue to achieve your growth milestones.

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