

This sample features branded copy from my two fashion ventures: Frock Star Vintage (brick-and-mortar shop) and Mood Slings (e-commerce brand). As sole proprietor, I created and managed all marketing content—including website copy, product descriptions, and SEO-optimized messaging tailored to each brand’s audience.

1. Excerpt from Frock Star’s “About” page, written to reflect the shop’s playful, inclusive ethos. The site consistently ranks #1 on Google for vintage shops in Albuquerque.

**“Free your style and the rest will follow.”**

This was Frock Star’s motto when we first opened our doors in Albuquerque’s Brick Light District back in February of 2009. Like the average hem length of our dresses, it has changed a few times since then—but our mission has remained the same: to offer customers a fun-filled adventure in self-discovery through fashion. As everyone knows, styles mined from decades past offer constant inspiration for today’s cutting-edge looks. With our shockingly affordable prices (3 T-shirts for \$18, anyone?), innovative self-expression can be accessible to all. Come see what’s in store today at our Harvard Drive location, or get a little taste now by visiting our products page.

**Stay funky, be kind, and let your frock flag fly!**



2. (next page) Amazon Listing for Mood Slings, optimized with niche keywords targeting cruelty-free fashion consumers. The primary aim here was to blend emotional resonance with strategic messaging to connect with buyers who are both fashion-conscious and values-driven. The brand earned consistent five-star ratings before closing due to platform-related financial constraints.



*“Carry the change you want to see in the world.”*

#### About this item

- As forward-thinking as you are: This vegan handbag has cutting-edge style, function and sustainability in one unique package. Designed for trendsetters who champion slow-fashion labels and ethically made clothing
- A cruelty-free hobo designed to go the distance: Easily converts from a crossbody bag to a top handle clutch or tight crescent shoulder bag: Navigate your ever-changing environment in ease and comfort
- Luxury-grade materials, mindfully crafted: Say goodbye to the sad sacks of yesteryear. Our premium recycled PU is soft to the touch yet durable and crack-resistant: Keeps its integrity through vigorous daily use
- Perfect go-to for dynamic lifestyles: This light blue purse sits upright on surfaces with a capacity right between small and medium: Just enough for daily needs
- Our Commitment: Beyond just slinging statement bags, we’re helping revolutionize the fashion industry by prioritizing environmental and social responsibility. Your style, your values, our promise

## Product Description

Ready to carry your values with style? Meet Twisted Serenade, the light blue purse that's elevating the fashion game one conscious choice at a time. Mindful fashion lovers in search of leather-free handbags are often stuck between two disappointing options: cute trendy purses that seem destined to end up in landfills in no time, or pricier sustainable alternatives that, while more eco-friendly, often lack personality. Enter the Twisted Serenade Crossbody, an exciting standout alternative that was born to fill this gap. This adaptable top-handle bag represents everything our brand was founded on: the coexistence of style, function, sustainability, and ethical production. We chose a versatile chambray color that effortlessly complements almost any outfit – darks, lights or patterns - offering a fresh alternative to traditional brown and black bags. What makes our boutique brand different? We pour our hearts into every step: Small-batch production allows careful attention to detail, from the premium hardware and precise stitching to the perfect in-between size and stable base. We chose a durable, high-quality recycled vegan leather prized for its resourcefulness and longevity. Supply chain transparency is also paramount; we ensure that our manufacturing partners provide living wages and safe working conditions to all their employees. Spring is just around the corner, and these limited-production pieces won't last long. Each bag represents a commitment to fashion that's kind to animals, people, and the planet! Get yours today and carry the change you want to see in the world.