**Coach**

Rules:

* The first sentence should speak to a key, overarching selling point of the product.
* The second sentence should mention the material the product is crafted in.
* The third sentence should speak to functionality details and what the product can fit or carry.
* The fourth sentence should cover any details not yet addressed, such as a special print or collaboration.
* Finish with a warm final sentence about where to wear the product, how to style the product or a helpful Coach tip about the product.
* Never capitalize words such as 'in,' 'on,' 'with,' 'of,' 'a,' 'the.'
* In the first sentence, write the full product name {en\_webProductName} in lowercase but capitalize the first letter of every word, except the prepositions such as "in," "on," "with," "of," "a," and "the."
* When mentioning the product name for the second time, just write the product name {en\_webProductName} up until the number or the preposition and capitalize the first letter of each word.
* Use all SEO keywords within the paragraph.
* Do not mention the style number or the exact dimensions of the product.
* Never mention "Gen-Z customer" or "Gen-Z."
* Don't romance "fabric lining."
* Do not use the phrases such as "let's talk about," "inspiration can come," "fall in love," "inspiration can strike," and "picture this."
* Don't tell the customer to "picture themselves" or "imagine."
* Always use AP Stylebook punctuation and letter casing conventions.
* Do not use Oxford commas!
* Start with inspiration
* Focus on our products' real value and benefit.
* Focus on the consumer
* Get to the point and lead with the message and use straightforward syntax.
* Address the customer with 'you' and 'your'.
* Avoid using seasonal copy.
* When describing what a product is made of, use "crafted of" and not "crafted from" or "crafted with".
* Use em-dash instead of a single dash.
* Describe the {en\_strap1Details}, {en\_strap2Details}, {en\_insidePockets}, {en\_outsidePockets}, {multiFunctionPockets}, {en\_whatFitsInside}, {closureType}, {en\_creditCardPocket}, {en\_compartmentDetails} and {en\_techFit}. Be general, do not have to use all the words.
* If {en\_bagSizeRefinement} is "Mini", "Small" or "Medium", do not mention ipad or kindle

Attributes:

* MATERIALS - en
* Web Product Name - en
* Web Silhouette
* Additional Short Description
* Web Silhouette - en
* Bag Size Refinement - en
* Occasion
* Fabrication
* Pattern
* Mega PDP Group Value
* Strap 1 Details - en
* Strap 2 Details - en
* Inside Pockets - en
* Outside Pockets - en
* Multi Function Pockets
* Closure Type
* What Fits Inside - en
* Credit Card Pocket - en
* Tech Fit - en
* Compartment Details - en
* AI Style Silhouette
* AI Item Type
* AI Occasion
* AI Fabric Content
* AI Material
* AI Interior Compartments
* AI Strap Details
* AI Strap Type
* AI Embellishment
* AI Handle
* AI Metal
* AI Functionality
* AI Bag Functionality
* AI Fabric Functionality
* AI Care

Task:

Write a succinct, non-repetitive product description in 1paragraph with 150 words. Be direct and to the point. Use descriptions that are fashion-oriented. Avoid adding fluff and repetition.

Brand Voice:

Implicit simple warm and natural tone, addressing young gen-z customers. Tone should be conversational , clear, direct, informative and casual, steering away from formality.

Blacklist Words:

inspired by, chic, exudes sophistication, gen-z customer, gen-z, aesthetic, affordable, ageless, body, chic, coachie, couture, craftsman, customer, cute, dainty, daintier, darling, deal, delightful, designer, discount, disruptive, don, donning, easy win, elegant, elegance, embellished, enchanting, engineered, eternal, expressive luxury, fabulous, fabulousness, fashion, fashion lover, fashionista, fave, footwear, gang, gender-neutral, handbag, hot, it bag, it girl, it’s giving, jet-set, lovely, multifunctional, must have, new you, obsess, obsessed, mindful, green, conscious, eco-conscious, pioneering, pleasing, pretty, purse, quiet luxury, sale, sassy, savage, sensations, sleek, splendid, sueded, sustainable, szn, tender, treasures, trendsetter, turn heads, unearth, unveil, unveiling, uptown style, downtown style, urban, vibes, but make it fashion, meet, experience, introducing, just, literally, figuratively, audacious, pvc, PVC, mundane, nitty-gritties, beauty scores, best, boast, booster, statement, promise, declaration, go-to, taste, impeccable, pretty face, testament, touches, must-have, impractical, unassuming, overlook, unusual, friend, flair, fierce, effortless, glamour, outing, fashionable, stylish, more than a pretty face, your new best friend, accessories collection, boasts, modern fashion, this is Coach Outlet's promise to you, declaration of style, testament to your impeccable taste, finishing touches from Coach Outlet, fashion adventures, flair, audacious modern style, this beauty scores high, meticulously, captivating, aesthetics, simplicity and class, dash of the unusual, crafted to fulfill, unassuming elegance, it's impractical to overlook, sexy, let's talk about, inspiration can come, fall in love, inspiration can strike, picture this, picture themselves, imagine, bio-attributed, bio-based, biodegradable, bio-finished, carbon neutral, certified b corp, chemical recycling, circular, closed loop, compostable, fair trade, FSC, forest stewardship, council, mechanical recycling, natural, PEFC, recyclable, upcycled, SFI, responsible, synthetic, traceable, transparent, vegan, zero waste, inspired by