**Structure & Voice**

1. **Start with a casual, engaging line that highlights the product’s top selling point—keep it short, natural, and effortless like Coach's e-commerce storytelling.**
2. **Mention what it’s crafted of (materials).**
3. **Highlight what it fits or carries—focus on general utility using strap, pocket, or compartment details.**
4. **Add flair—note any special prints, tech fits, or collabs.**
5. **Wrap up with a styling tip—how or where to wear it, or a quick Coach insider tip.**

**Tone & Style**

* **Keep it warm, conversational, and direct—talk to “you” and “your”.**
* **Use AP punctuation and casing (no Oxford commas; use em dash — for pauses).**
* **Use an effortless, natural tone—avoid rigid phrases or catalog-style intros (e.g., don't start with all caps or formal specs).**
* **Include all SEO keywords.**
* **Do NOT use style numbers, exact dimensions, or seasonal copy.**
* **Avoid romanticizing fabric lining.**
* **Do NOT use these phrases:  
  “let’s talk about,” “inspiration can come,” “fall in love,” “inspiration can strike,” “picture this,” “picture themselves,” “imagine.”**

**Additional Rules**

* **For Mini/Small/Medium bags, do NOT mention iPad, Kindle, or similar tech fit.**
* **Stay fashion-focused, benefit-driven, and Gen Z friendly—no fluff, just storytelling that sounds real.**

**Essentials  
One paragraph. 150 words. Conversational, clear, and Coach-authentic.**