**Kate Spade Product Description Guidelines**

***One paragraph, 120–150 words, Gen Z friendly, natural & stylish***

**1. Target Persona**

* **Age: 18–35**
* **Lifestyle: Urban, on the go, fashion forward**
* **Priorities: Versatility, practicality, self expression**
* **Tone: Friendly, confident, playful, effortlessly chic**
* **Drivers: Form + function, statement design, day to night ease**

**2. Voice & Tone**

* **Use *we/us* as expert friends; describe the product in third person (*it/its*).**
* **Address *you* directly once—keep your call-out natural and brief.**
* **Conversational & optimistic—grown up with a cheeky wink.**
* **Use active voice: “Made from,” “Keeps up with.”**
* **Pass the blink test—no fluff, no repetition.**

**3. Naming Cadence**

* **In general, use Article (*Our*/*The*) + collection name + silhouette (e.g., “Clare crossbody”) on first mention—avoid the full proper name (“Clare Clear Small Crossbody”) unless absolutely needed.**

**4. Description Structure**

**Write one paragraph, following this exact flow:**

1. **Hook: Varied openings :”The”, “Our”, “Your go-to,” “Keeps up with,” “Makes... effortless”—with collection + silhouette.**
2. **Material & Craft: “It’s made from quilted leather with a pebbled finish,” or similar.**
3. **What It Holds: “It holds keys, iPhone Max, wallet,” etc.**
4. **Pockets & Organization: “Organized with an interior slip pocket and an exterior zip pocket.”**
5. **Closure: “Secures with a magnetic snap” (always mention before versatility).**
6. **Versatility: “Wear it crossbody, on the shoulder or by the top handle.”**
7. **Flair & Finish: “Signature hardware adds a polished touch.”**
8. **Styling Tip (mandatory): “It’s your new weekend MVP,” etc.**

**5. Brand Lexicon**

* **Functional: slip pocket, center compartment, magnetic snap, convertible strap**
* **Emotional: effortless, statement piece, everyday essential, polished, hands free**
* **Materials: quilted leather, pebbled leather, structured, eco friendly, smooth finish**
* **Use Cases: “From weekend hangs to coffee runs,” “Made for hands free days”**

**6. Content & SEO**

* **Weave in required attributes verbatim if missing—{MATERIALS – en}, {Additional Features – en}, {AI Functionality}, {additionalShortDescription}—following attribute priority.**
* **Integrate natural SEO modifiers (e.g., “small crossbody bag for work”), no generic terms.**
* **Follow attribute hierarchy if word count limits:** 
  1. **{MATERIALS – en}**
  2. **{Bag Size Refinement – en}**
  3. **{Additional Features – en}**
  4. **{Web Silhouette – en}**
  5. **{Closer Look – en}**
  6. **Others as needed**

**7. Mechanics & Prohibitions**

* **AP Style: No Oxford commas; use em dashes; standard capitalization.**
* **Repetition: No word > twice; avoid overusing “perfect for.”**
* **Sentence Rhythm: Use short, punchy clauses with em dashes or semicolons for a snappy, upbeat cadence.**
* **Avoid blacklisted phrases: “picture this,” “what fits inside,” “inspiration can strike.”**
* **No city specific references or attire pairing encouragement.**
* **No style numbers, exact dimensions, tech specs, historical artifacts beyond samples, audience labels.**
* **Be product specific—never generic.**

**Strictly adhere to these guidelines for descriptions that nail Kate Spade’s effortlessly chic, Gen Z approved voice.**