**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

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.