

WEBSITE COPY

Cupcakes + Broccoli and Lillier

Status: Working document

Use: Design and build against this language

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LILLIER (Shopify)

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HOMEPAGE

Hero Block

Headline:

Own Your Joy

Subhead:

Shop Black. Every day. All in one cart.

Body Copy:

Lillier is the one-stop marketplace for high-quality products from Black-owned businesses. From household essentials to beauty, food and style, we make it easy to shop Black daily. Every purchase supports ownership, independence and the next generation of Black entrepreneurs.

CTAs:

Shop New Arrivals

Explore Brands

Featured Collections

Headline:

Shop by Category

Intro Copy:

Find everything you need and everything you didn't know you needed from

Black-owned businesses across beauty, home, pantry and style. Every brand you see is independently owned and carefully vetted for quality, design and integrity.

Categories:

Household Essentials

Beauty and Personal Care

Food and Beverage

Home and Décor

Fashion and Accessories

Gifts and Stationery

CTA:

[Browse All Collections](#)

Brand Spotlight

Headline:

Behind Every Brand, a Story

Body Copy:

Lillier was built to make Black ownership visible and sustainable. Each month, we spotlight a featured brand and the business owner behind it, sharing how they built, what drives them and where they are headed next.

CTA:

[Explore More Stories](#)

The Lillier Difference

Headline:

More Than a Marketplace

Body Copy:

Lillier is a retail platform designed to support Black-owned businesses beyond the checkout. Through visibility, distribution and long-term investment, we help brands grow while giving customers a simple way to buy Black every day.

Supporting Points:

One cart checkout across multiple Black-owned brands

Thousands of verified Black-owned businesses

Everyday essentials alongside special finds
Built for scale and sustainability

CTA:

Learn More About Lillier

Closing Section

Headline:

Every Cart Is a Contribution

Body Copy:

Every order helps a Black-owned business grow. Together, we are proving that joy and ownership belong in the same sentence.

CTA:

Shop Now

ABOUT PAGE

Hero Headline:

Own Your Joy

Subhead:

Making it easy to support Black-owned businesses every day.

Our Story:

Lillier was created to solve a simple problem. People want to support Black-owned businesses, but it is often hard to do consistently.

Shopping usually means visiting multiple websites, placing separate orders and paying multiple shipping fees. Over time, convenience wins and intention gets lost.

Lillier brings everything together in one place. One cart. One checkout. Thousands of Black-owned businesses offering the products people actually use every day.

Buying Black should not require extra effort. It should feel natural, accessible and rewarding.

Why Lillier Exists:

Black-owned businesses face real barriers to distribution, visibility and growth. Even brands with exceptional products struggle to reach customers at scale.

Lillier exists to change that.

We are building a retail platform that prioritizes ownership, quality and sustainability. By bringing Black-owned brands together under one roof, we make it easier for customers to shop with intention and for businesses to grow with consistency.

Every purchase is a vote for ownership. Every cart supports real people and real livelihoods.

Our Name:

Lillier is named after the founder's grandmother, Lillier Madison.

She believed that joy was not something handed to you. It was something you had to make for yourself.

You got to make your own self happy.

That belief lives at the center of Lillier. Ownership is joy. Independence is joy. Building something of your own is joy.

Closing:

Joy Is Something You Own

CTA:

Shop the Collection

UTILITY COPY

Global banner:

Shop Black. Every day. All in one cart.

Cart helper text:

You can shop multiple Black-owned businesses with one checkout.

Shipping note:

Items may ship separately from each brand.

Trust line:

This product is from a verified Black-owned business.

Footer line:

Supporting Black-owned businesses every day.

CUPCAKES + BROCCOLI (Squarespace)

Homepage

Hero Block

Headline:

Black ownership is Black survival, freedom and wealth.

Subhead:

Tools, education and community built to help Black founders own what we create.

Body Copy:

Cupcakes + Broccoli is an education platform and community where Black founders learn, build and grow together. We combine practical tools, clear guidance and shared wisdom to help us move from idea to ownership with confidence.

CTAs:

Explore Resources

Join the Community

What We Do

Headline:

Built for Ownership

Body Copy:

Cupcakes + Broccoli exists to make entrepreneurship more accessible, less isolating and more sustainable for Black founders. We focus on what actually helps us move forward together.

Learn Page

Hero:

Learn With Us

Body Copy:

This is practical education designed to be used. Tools, guidance and frameworks that help us move forward with confidence.

CTA:

Explore Resources

Services Page

Hero:

Support When We Need It

What to Expect:

When we work together, the goal is execution and results.

We focus on making decisions, moving work forward and turning ideas into action. Our role is to remove confusion, sharpen direction and support follow-through.

We prioritize clear goals, practical recommendations, timelines that respect capacity and accountability.

Community Page

Hero:

We Build Together

Body Copy:

Entrepreneurship can feel isolating, especially when we are navigating systems that were not built with us in mind. This community exists to support momentum, accountability and shared learning among Black founders who are serious about ownership.

CTA:

Join the Community

Stories Page

Hero Headline:

Real Stories. Real Momentum.

Subhead:

Experiences from Black founders building toward ownership.

Opening Copy:

Stories motivate when they are honest.

We share stories to show what building actually looks like. The decisions, the uncertainty, the progress and the moments that change direction.

These stories help us feel less alone and more confident in our next steps. They remind us that momentum is built over time.

CTA:

Start Reading

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END

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