

Agenda

General Strategy

Content Strategy

Campaign

Assets

Thank you

Bags With Legs: The Brand

“It's not just passion for sensational design and products, it's about the meaningful stories behind them”

quote from brand website

- Eco-consciousness and social sustainability
- Innovative designs and high quality materials
- Advocates fashion with a purpose
- Each handcrafted bag has behind it a story of empowerment and resilience
- This brand is a testament to the power of ethical fashion, transforming traditional craftsmanship into a beacon of hope and progress for those who craft them.