

Weekly copy practice

Verve&Vogue Brand Rebranding Campaign

To: example@gmail.com

From: Verve&vogue@gmail.com

Cc: Verve&Vogue Campaign

Are you ready for the biggest change in our brand's existence?

A revamp for a brighter and more stylish future.

What people wear is important for their confidence and style.

The ability to feel like you can conquer whatever comes your way.

The fashion industry is a never changing industry, with never ending styles.

With a never-ending pool of clothes and styles that exist.

It's time for a new style a new vision, for Verve&Vogue.

Don't you want a company that keeps up with the popular trends?

For the innovators of clothing stylers to enjoy?

We as a company have desires to change the way our company is presented,

For the better!

New newsletter content,

New website transformation,

With new style creation feature.

This is what you need to see from us,

A new **ERA** for verve&vogue.

Unite through fashion,

Speak through fashion.

Show people your true self,

Your personality.

Express yourself through different styles of fashion.

Dress in your own way,

Be yourself through fashion.

When was the last time, you didn't put any effort into your outfit?

Today?

Yesterday?

Maybe Never?

Most people spend at least 10 mins, picking their outfits every morning.

Because it's important what you dress,

And how you are perceived by others.

So why not spend 10 mins choosing what to wear with Verve&Vogue?

We are changing the way people view clothes,

And how they style themselves,

And how you create new styles.

Here at Verve&Vogue, we do not disappoint.

We want to go from out-of-date styles and fashion,

To stylish trendy and up-to-date clothing which will update your wardrobe, and make you look unique again.

Everyone dresses the same nowadays.

Everyone looks like clones,

Wearing the same clothes, even the same hair.

What happened to being unique and different from everyone else?

Whatever happened to being yourself?

It's time to wear what you want and how you want to wear it,

Without the pressure of looking better or at least close to the next person.

Stop comparing yourself to others.

Comparing yourself to others, will kill your innovation and inspiration,

To dress like you.

Not like others.

Verve&Vogue are making renovations to every platform to keep you in touch with new styles.

To help you find your style.

[Stay tuned to the changes, and find your style!](#)

To help you find your new style.

Our email will notify you of new pieces you can style,

Our social media accounts will express the styles created by people and how you can do the same.

Our website will represent the feature of style creation,

Where you can explore your styles and find your look.

We need to show people the upgrade we are doing which will help people find their style.

Change for the better,

Change to express what we love,

Don't be afraid to change.

Don't be afraid to re-find your style.

The renovation we implement will upgrade our company's image.

The emails sent weekly will notify you about deals and new styles.

The website will be the main platform for purchasing our items and the home of our new feature.

This feature will change how people see and style their clothes,

It allows you to create styles of your choice with any item on our website,

It will show the style you created on a manikin so you can see the style you have created in full, from head to toe.

This new feature will help you see how the pieces you are putting together will look,

Before purchasing.

And help you with decision-making on whether to change something or to add to it.

You can save your models and compare them with each other,

A feature for style creation sharing will be available.

But we recommend you keep your styles exclusive just for you.

Our goal is to create uniqueness in the human spirit again.

We want people to wear their own style and express themselves.

Our website needs to be beautifully made,

And easily manageable for user experience.

And make sure the usability of our amazing new style feature is functioning.

Our social media will be used for the first look at our new clothing releases,

And to navigate and view changes and new updates, to our brand.

If you want to be the first couple of people to see our new styles,

Then follow us on our socials.

[Don't miss out on creating amazing new styles with the updates coming](#)

You don't want to be late for new releases,

Imagine wearing clothes that have been out of style for a couple of months,

Everyone has moved on to new styles,

New fashionable clothes.

But you're still wearing those "so last year" type clothes.

Stay in touch with the fashion industry through our helpful and unique resources.

You don't want to be that person that never catches the trend on time,

You don't want to be that person who is never wearing anything trendy,

or anything new and interesting.

But don't panic,

You're in the right place to find trendy fashion.

We will help you stay stylish and keep you on top of new releases.

You will be the first and only to know about and create new styles and new fashionable ideas.

Use our feature to create your own style and your vision,

And be the only person to know about this vision and these new styles and combinations.

Keep up with our social media, and stay tuned for the wonders of fashion heading your way.

And let the innovational imagination of clothes roam free.

[Don't miss out on the stylish changes coming to your favourite brand](#)

Yours sincerely,
Verve&Vogue