## FV Instagram Captions(RJ)

Post: Gemstone letter pendant necklace

**Original Caption:** This gorgeous gemstone letter pendant necklace will become the timeless icon of your own.

## Note:

I am currently focusing on local businesses in my area. So practically all successful local online businesses use formal language in most forms of copy(I have done prior research and study). This is in case why you were wondering if all the captions seem formal. And the captions I have made below are ones for normal posts and not AD's.

## <u>Avatar</u>

Eve is a 23 year girl. She is tan skinned and has wide round eyes, a broad but defined nose, narrow lips in the shape of half a heart and thin eye-brows with jet black straight hair. Eve still lives and is completely funded by her parents, which means her only source of getting some cash into her hand is her monthly allowance by her parents. Since her small days, Eve has been quite obsessed with modelling. To top it all off she even modelled a few shoots for some local clothing brands but she didn't really blow up. Ever since then, her dream has been to become a world famous Instagram model. Saying that, she neither does pay much attention to diet nor does she try to maintain her figure. In terms of her figure she does have a pretty decent one, however she does go to the gym to maintain it once in a while. When it comes to Eve's jewellery preference, she loves minimalistic and customizable jewellery. Because she believes that it will make her unique and stand out from the crowd wherever she is while also making a statement. She also has an Instagram account with a small fan base of just over a 1000 followers, where she constantly posts pictures of her dressed up. Speaking of Instagram, Eve has followed multiple local jewellery stores and is guite an active follower. However, she has had none of the stores offer minimalistic pieces of jewellery which are minimalistic and customizable which has become quite a significant problem for her. Also, due to Eve's limited personal collection of jewellery, she constantly lives in the fear of being called out in her Instagram posts for wearing the same pieces time and time again. Because of this she has been very keen on widening her collection from the past few months. To add to that, since Eve's monthly allowance from her parents is not enough, she has been thinking of starting to work part time, just to satisfy her obsessions on fashion and jewellery.

## **Potential Captions**

- Capture every eye in the room with style. Become the model everyone talks about and the influencer everyone wants to follow. Finely crafted for your unique personality and for you to deserve only the best. Ready to shine?
- Minimalistic, Custominzable and oh-so-you! Showcase the elegance of your individuality without saying a word. Experience the bliss of being the centre of attention yourself.
- Explore the essence of timeless beauty. Become a true testament to the timeless elegance of the past wherever you go. Each piece, carefully crafted to evoke the romanticism and glamour of bygone eras. Experience the magic of the past in the present now.
- Become the goddess you are meant to be! Experience the bliss of divine beauty with a touch of sophistication. Embrace your inner goddess and adorn yourself with nothing but the best now.
- Indulge yourself in a touch of graceful elegance. Transform into a vision of pure beauty and class wherever you go. Step into the limelight and make that lasting impression now.