

HAIDY

Brand Copy & Email Playbook

Timeless. Handcrafted. Yours.

SECTION 01 — LANDING PAGE

Website Copy

HERO — Eyebrow

The clothes you wear are speaking right now.

HERO — Headline

Are they saying what you want?

HERO — Subtext

You walk into a room and something shifts.

Not because you said anything. Not because you tried.

Simply because of what you wore.

PHILOSOPHY SECTION

Clothes are worn. HAIDY is felt.

There's a reason the most powerful people in the room are never the loudest ones. They've discovered something most people spend a lifetime chasing: when your clothes are right, you stop thinking about them.

You stop adjusting, second-guessing, wondering. You simply move, and the world responds. HAIDY pieces are made for that silence. That certainty. That quiet, unshakeable knowing that you are exactly dressed for who you are.

We don't design for trends. We design for the person who has already transcended them, the one who doesn't need to announce themselves, because their presence does it for them.

COLLECTION COPY

THE GENTLEMAN - For Him

Power isn't worn on the sleeve. It's in the cut, the weight of the fabric, the way a jacket falls when you enter. Dressed to command, without saying a single word.

THE ELEGANTE - For Her

She doesn't follow trends. She renders them irrelevant. Each piece designed for the woman who already knows exactly who she is, and dresses to confirm it, not discover it.

LAUNCH DROP SECTION

Only 500 will be chosen to wear HAIDY.

Most clothes are made for everyone.

This one was made for you, if you're one of 500.

Our first collection releases once, and only to those who act. 500 pieces, each handcrafted and numbered. Once they are claimed, the door closes. The people who hesitate will be watching others wear what they could have owned.

The door opens once. It closes forever.

CTA BUTTON TEXT

I'm Ready! Claim My Piece

SUPPORTING NOTE

500 pieces · Numbered & Handcrafted · Never Restocked

BRAND STATEMENT / BLOCKQUOTE

"The most powerful thing you can wear is the confidence of knowing you are beyond comparison, not because you followed the rules, but because you rewrote them."

— The HAIDY Philosophy

SECTION 02 — EMAIL 01

The Launch Drop Email

SUBJECT LINE

You almost missed this.

PREHEADER

There are clothes. And then there is HAIDY.

BODY COPY

There are clothes.

And then there is HAIDY.

Most people will never know the difference. They'll spend their lives buying things that are fine, good enough, on-trend, passable. And every morning they'll stand in front of a mirror and feel... nothing.

You're not most people.

You know that what you wear is the very first thing the world sees before you speak a single word. It's your reputation before your handshake. Your story before your name.

That's why we built HAIDY.

Every piece is handcrafted by artisans who treat fabric as a medium, not a material. Every stitch is placed with intention. Every garment is designed not for the season, but for the decade. This is not fast fashion. This is the last fashion decision you'll ever second-guess.

—

Our inaugural collection drops in 7 days.

500 pieces. Numbered. Handcrafted. Never restocked. When they're gone, they're gone, and so is your window. The people who hesitate will be watching others wear what they could have owned.

Don't be that person.

CTA

Claim Your Piece Now

P.S.

This email was sent to a small, curated list. You're here because someone believed you understand what HAIDY stands for. Prove them right.

SIGN OFF

With intention,

The HAIDY House

The Urgency Email

SUBJECT LINE

48 hours. 500 pieces. Then never again.

PREHEADER

The door closes in 48 hours. Once it does, it will not reopen.

BODY COPY

You've seen the brands that promise luxury.

You've worn the disappointment.

HAIDY is different, and we know that's exactly what every brand says. So we won't ask you to take our word for it.

We'll let the numbers speak.

500. That's how many pieces exist in our first collection. Not 5,000. Not 50,000. Five hundred, each numbered by hand, each crafted by artisans who have spent their lives mastering the kind of precision that machines simply cannot replicate.

| *You are reading this email right now because there are still pieces left.*

In 48 hours, that may no longer be true.

Here's what we know about the people who will own HAIDY:

They don't buy clothes impulsively. They invest in the things that matter.

They understand that true elegance is never loud, it simply cannot be ignored.

And when they walk into a room, something shifts.

We built HAIDY for them. We built it for you.

The question is whether you'll decide before the door closes.

CTA

Yes! Show Me The Collection

CLOSING NOTE

This is not a sale. It is a selection. Once the 500 are claimed, HAIDY's first collection will never be available again, not in our store, not anywhere.

Once the 500 are claimed, HAIDY's first collection will never be available again, not in our store, not anywhere. We will not apologize for running out. And years from now, the people who moved will be wearing something the rest of the world wishes they had.

SIGN OFF

Timeless by design,
The HAIDY House

HAIDY

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