

## **eCommerce Product Copywriting Samples – Clare Chambers**

### **Product 1: Fritz Hansen - Ant Chair**

#### **Sales Description (Max 295)**

The boundless creativity of the radical architect-designer duo, Fritz Hansen and Arne Jacobsen, unleashed a new approach to chair design in 1952. Their furniture designs look as good today as they did on exhibition at the Danish Museum of Decorative Art; fabulously original and utterly iconic.

#### **Product Description (Max 577)**

Ever wondered why, on an uneven floor, a four legged stool will always wobble but a three legged stool will always be stable? Once upon a time, two Danes, Fritz Hansen and Arne Jacobsen, wondered about this too, so they decided to design a three legged version to test the theory and so the innovative “Ant Chair” was born. Today this chair represents the true meaning of an original design. Its slender shaped shell is made up of layers of beech veneer which allow the Ant Chair to flex and mould to the body's contours, enhancing your comfort and facilitating stack-ability.

#### **More Details (Unlimited)**

- Dimensions: W: 51 x D: 48 x H: 78cm (Seat height: 44cm)
- Shell is made from laminated, moulded veneer.
- Sliced maple outer veneer made from beech or dark-stained oak.
- The base is made from a 14 mm steel tube with 3 or 4 legs.
- Leg ferrules are made from a black-grey synthetic material.

### **Product 2: Winged Horseshoe Necklace – Rosita Bonita**

#### **Sales Description (316)**

At the heart of Rosa Bonita is a love of jewellery. Rosa Bonita takes its inspiration from diverse eras of styles from retro to modern. From the flapper looks of the 1920s with our fanciful art deco design to the indie, edgy cool pieces of the 1990s; Rosa Bonita will adorn you in every decade of jewellery fashion.

#### **Product Description (525)**

Put on your coolest retro dress and shimmy over to behold our dazzling horse shoe-shaped necklet which is sure to indulge your casual side. This seriously funky foil- embossed necklet spreads its winged shape elegantly across your décolletage making a bold and distinctive fashion statement. The striking slate grey and gold colour combo was inspired by the spiritual world. The saddlery leather base adds a touch of indie and nature to the design. This stunning piece was lovingly crafted by hand making each one unique.

#### **More Info (Unlimited)**

- Brand: Rosita Bonita
- Materials: saddlery leather, aluminium

- Colour: Gold/Slate Grey
- Measurements: Leather plate approx 14.5cm wide, 3-4mm thick.
- Do not wash/do not dry clean!

### **Product 3: Chums Animated Shark Pen Pot**

#### **Sales Description (326)**

Chums is the market leading brand for amusing accessories guaranteed to make you smile! Specialising in the freshest, funkiest, most fabulous stationary around; you'll find loads of funny characters and whacky animated objects that will bring sunshine to your day. We also do funky, unique gadgetry, as well as curious gizmos.

#### **Product Description (555)**

Decide to be daring and choose an awesomely entertaining way to keep your desk tidier! Introducing, the Chum's vinyl hungry shark shaped pen pot. Chum pen pots are all designed to bring fun to objects that are usually less noticeable and animated, as well as organisation to your daily work space. From pens to toothbrushes, the shark will chomp on anything you put between his hungry gnashers. This novelty pen pot will bring fun to your day; it will hold your pencils, paperclips, toothpicks, toothbrush and many more items commonly found on your desk.

#### **More Info (unlimited)**

- Hungry shark pencil pot
- Holds pens, pencils, toothbrushes, etc.
- Made from PVC vinyl
- A fun way of storing essential items
- Dimensions: 6.1 x 9.8 x 5cm