Ellen Rosenbloom 201-321-
3705
ellen.rosenbloom22@gmail.com
Calzedonia USA Copy Project – Intimissimi – For the bride and bridesmaids

1. Website content copy

Breathe in Tuscany with the lush, green rolling fields near Florence on her special day.
The bride, dressed in a white Lace and Silk Top with Ivory Silk Satin Pajama Pants and a white Silk Kimono starts to get ready at sunrise in the luxurious villa they are staying in for the occasion. The sun shines yellow and burnt orange over the hills. The bridesmaids dressed in neutral Midi Length Slips in Silk sit around the bride on her bed. One brushes the bride's long hair, another applies foundation to her face and the third one makes sure her dress and shoes are ready. The mother of the bride comes in with Aperol Spritz cocktails for all of them. They take the glasses and make a toast to the bride. The mother also hands the bride a card—from the groom. The bride tears up as she reads it, it's hopelessly romantic and poignant. The card speaks of the unconditional love the groom has for the bride. The bride changes into a white Silk Slip with Lace and starts to put on her wedding dress. This day will be like none other.

2. Website product copy

Feel Sensational on Your Special Day
Our lingerie comes in lovely colors and looks for your big day and night. Worn under your gown or dress—or worn alone on your wedding night and honeymoon, you can find sensuous styles for every occasion. Choose from silk slips, kimonos, robes, pajamas, underwear and bras. Be breathtaking and beautiful when the day and night are yours to share in love.

3. Newsletter copy

The Day Begins with the Sunrise in Tuscany— The Perfect Start for the Perfect Wedding



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Be Beautiful—It's Your Day

White Silk Robe

Get Ready Effortlessly


White Silk Pajama Set

Slip Into Something Elegant


Silk Slip with Lace

Ready to Pamper the Bride
Your Bridesmaids Adore You

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Silk Set with Shorts. Midi Silk Slip

4. Digital paid media ad copy

A Wedding in Tuscany
Be Beautiful and Breathtaking
Intimissimi lingerie is the start and finish to you on your big day. For the Bride, the Bridesmaids, and the Mother-of-the-Bride—styles for everyone to love for now and always.

5. Out-Of-Home Ads

(Directions for the photo on a billboard: Image of the bride sitting on a bed in a villa in Tuscany surrounded by her bridesmaids. They wear Intimissimi lingerie—the bride in white and the bridesmaids in pink. The sunrise in Tuscany can be seen through an open window.)



(Stock Photo , just to give a rough idea.)

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Headline: **Here Comes the Bride—The Big Day is Here!**
Or
Headline: **The Beauty of Tuscany, The Beauty of the Bride**
Or
Headline: **A Wedding in Tuscany—with Lovely Intimissimi Lingerie**

6. In-Store Materials & Window Posters

Window Posters: (Directions for Photo: the bride in white lingerie in her bedroom in Tuscany surrounded by her three bridesmaids in pink and neutral slips You can see the sunrise over the rolling hills from an open window.)
Headline: **Wear it Like a Bride** or
Headline: **Bridal Party Beauty**

Hang Tags:
On one side: **Wear it Like a Bride**
On back side: **Intimissimi Lingerie**

Postcard: (A Photo of the Bride and Bridesmaids lounging in the bedroom in Intimissimi lingerie enjoying Aperol Spritz cocktails.)
Headline: **Cheers to the Bride**
Text reads: On the Best Day Ever, you can wear the best lingerie ever whether under your dress or solo for your wedding night and honeymoon!

Facebook/Instagram

Primary Text: **The bride and her three bridesmaids gather in Tuscany in the perfect villa overlooking the lush, green rolling hills.**

Headline: **Cheers to the Bride!**

Description: **Wearing Intimissimi lingerie.**

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Pinterest

Title: **Here Comes The Bride and Her Bridesmaids—Waking up to the Gorgeous Sunrise in Tuscany**

Description: **The bridesmaids, dressed in Intimissimi silk satin slips in light pinks and neutrals help the bride get ready for this special day. The bride in a short silk pajama set and a silk robe sits in front of the vanity while the bridesmaids gather around helping with her hair and makeup. They sip Aperol Spritz cocktails. One of the bridesmaids takes a selfie with everyone in it. They take a look at the picture—the bride glows with love at its center.**

Snapchat

Brand: **Underneath or on its own**
Headline: **Intimissimi Lingerie for a Big Day**

TikTok

Title: **A Day Like No Other Overlooking the Lush, Green Rolling Hills of Tuscany—the Perfect Spot for an Afternoon Wedding.**

Description: **Breathe in the air of Tuscany and celebrate the bride and her bridesmaids in the villa looking over the lush, green fields near Florence. The bride and her bridesmaids get ready for the wedding wearing beautiful Intimissimi lingerie—slips, robes and pajamas in white, light pink and neutrals. They all sip Aperol Spritz cocktails—a treat they first discovered in Rome, and they toast the bride on this most special day.**