

Launch Captions — First Capsule

Voice: quiet, confident, quiet-luxury. The clothes lead. No hype, no urgency, no "shop now."

Reference bar: The Row, Toteme, Bottega, Aesop product copy.

Client-owned slots — do not publish until confirmed. Every bracket below is a fact only Hicham can supply. Nothing here invents a brand name, a personal name, a price, a date, or a handle.

- [HOUSE NAME] — the label's name. Default: leave the house nameless in copy until given.
- [DROP DATE] / [TIME + ZONE] — if the drop is dated. Omit the whole line if the house prefers no countdown.
- [STOCKIST OR LINK LINE] — where the capsule lives (site, appointment, waitlist). The house decides the wording; I've left a quiet placeholder, never a "shop now."
- [@HANDLE] — the account, for the hashtag lock-up.

1 — Launch / announcement post

(The drop post. The show film runs with it. Sets the house tone.)

Six pieces. One room, warm light, wood underfoot.

The first capsule from [HOUSE NAME]. A coat, a slip, a trouser, a knit, a bag, and the cloth it all begins with. Made to be lived in, and kept.

[DROP DATE]. [STOCKIST OR LINK LINE]

Alt, shorter:

The first capsule. Six pieces, warm neutrals, one room of daylight. This is [HOUSE NAME].

[DROP DATE] · [STOCKIST OR LINK LINE]

2 — Per-look captions

Look 01 — Camel shawl-collar wrap coat

A shawl collar that rolls soft to the waist, a self-tie belt, and length that carries. Cut long in a soft camel wool that holds its weight and moves with you. Worn open or drawn close.

Look 02 — Ivory silk slip

Cut true on the bias, so the silk falls the way silk should. A fine V, thin straps, a midi length that catches the light and lets it go. Ivory, with a low satin sheen. Little to it, and all of it considered.

Look 03 — Charcoal wool flannel trousers

Tailored and pleated, in a charcoal wool flannel with real hand to it. The pleat stays where it's pressed; the line stays clean through the day. A trouser you build the rest around.

Look 04 — Rust cabled aran crew

Cabled by the look of a hand, in a burnt-rust wool. A crew neck, ribbed at the collar, cuffs, and hem, dense enough to earn its warmth. The one warm note in the room.

Look 05 — Black leather box tote

A structured box in black leather, silver hardware kept quiet. Twin rolled handles for the hand, an adjustable strap for the shoulder. Holds its shape, holds the day. The piece the capsule is built around.

Look 06 — The cloth (material story — natural-tan herringbone)

Where it starts: a natural-tan herringbone, woven close, the twill running on the angle. Look near and you find the fibre. This is the hand we build everything to.

3 — Short-form set

(For the vertical / feed cuts. Two tight lines each, max. Line one carries; line two lands.)

Launch

Six pieces. One room of light. The first capsule. [HOUSE NAME].

Camel coat

Shawl collar, self-tie, longline. Soft camel wool. Worn open or closed.

Silk slip

Bias-cut silk, a low sheen. It falls the way silk should.

Charcoal trousers

Pleated wool flannel, tailored. The line you build around.

Rust knit

Cabled aran, burnt rust. The warm note.

Black tote

Structured box, silver hardware. Holds its shape. Holds the day.

The cloth

Natural-tan herringbone, woven close. Where it all begins.

4 — Hashtag draft

(Restrained. The house owns these. Swap the placeholders once the name and handle are confirmed — the house name becomes the brand tag, [@HANDLE] anchors it.)

Primary lock-up (append to the launch post):

#FirstCapsule #[HOUSE NAME, no spaces] [@HANDLE]

Wider set, used sparingly — pick three or four, never the whole list:

*#FirstCapsule · #[HOUSE NAME, no spaces] · #QuietLuxury · #SlowFashion · #SalonShow ·
#WoolAndSilk*

Note on tone: keep it to a short line. A small house tags lightly — the name, the capsule, one or two register words. Avoid trend-farming tags (#ootd, #fashionista and the like); they read against the room.

Optional disclosure line

(Studio disclosure default — the campaign imagery is AI-generated. If the house appends a disclosure, keep it quiet and factual. Hicham's call whether it rides the caption or the account bio.)

Campaign imagery created with AI.

Handback notes for Laura

- **Slots to ask the client:** the house name ([HOUSE NAME] + no-space tag form), the handle ([@HANDLE]), whether there's a dated drop ([DROP DATE] / time+zone) or a nameless soft launch, and the link/stockist wording ([STOCKIST OR LINK LINE]) — the house decides how that reads; I did not write a CTA.
- **Two standing cards affect nothing here:** casting count and film length don't change any caption. The copy is drop-ready the moment the four slots are filled.

- All copy matches the actual frames: shawl collar + self-tie belt (01), true bias + V + midi (02), pressed pleat + flannel (03), cabled aran + ribbed trims + crew (04), box tote + silver hardware + twin handles + shoulder strap (05), herringbone twill on the angle (06).
- No em-dash habit, no hype adjectives, no urgency. Nothing invented.