

Text from three online retail websites:

- a leading retailer of high-quality, synthetic gems;
- a range of luxury handbags;
- an online shop handling eco-friendly and comfort-loving organic clothing.

You'll see they are written in a different tone to reflect their individual brands and the interests of their buying audience.

HIGH-QUALITY, SYNTHETIC GEMS WEBSITE CONTENT, CARAT* LONDON (featuring their design expertise and quality credentials)
<http://caratlondon.com/>

Sample text: range information

POWER PEARLS

We're delighted to bring you our first range of synthetic pearls that combine the quality you expect from our jewellery with beauty as nature intended. The collection consists of pendants, necklaces, rings and earrings, set in sterling silver and dressed with CARAT*'s unrivalled manmade Diamond gemstones in a suite of dazzling colours.

ART DECO

Set in sterling silver, this elegant collection is inspired by the visual artistry and striking designs of 1920s' Art Deco and makes an eye-catching addition to our range. The pieces revive shapes and colours so evocative of the era's landmark industrial, fashion and jewellery designs; sophisticated glamour with a touch of 21st century modernity.

CHELSEA

Swing with the style of the Chelsea girls of London and New York with this collection that reveals CARAT*'s younger and edgier side. Bursting with pop culture symbolism, all pieces are made of sterling silver with black gold vermeil, yellow gold vermeil and white gold vermeil. Wear your Chelsea bracelet alone or stacked together for extra style.

WEBSITE CONTENT FOR ARTISAN RETAILER, THE TRUNK COLLECTION (making a feature of their quality, practicality and design)
<http://www.trunkcollection.com/>

Sample text: handbag product descriptions

ANGIE LEATHER TOTE BAGS IN JET BLACK

This ready-for-anything, eye-catching tote bag from our 'Springbok Collection' will be your new best friend. Crafted from the softest calves' leather, it's lined with exotic springbok hide indigenous to South Africa and comes in Jet Black, Hot Pink Springbok and Natural Springbok. [link to other products] Large enough to carry a mobile phone, keys, cards and cosmetics, its two inside pockets, zip closure and long handles make this Tote Bag perfect for every occasion.

These Tote Bags are designed and handmade by award-winning 'Rarity' [link to brands page] based in the very trendy setting of Woodstock in Cape Town.

Features

Designed and handmade in Cape Town, South Africa. Calves Leather and Springbok. Size: 25cm (H) x 44cm (W) x 10cm (D)

Caring for your Handbag (applies to each bag)

Keep your handbags out of direct sunlight to prevent fading or discolouration. Carefully store your handbag in its dust bag when not in use to prolong its life and keep it in mint condition.

KRISTINA LEATHER TOTE BAGS IN WARM CARAMEL

Luxurious in feel and design, the Kristina Tote Bag makes a statement wherever she goes. Crafted from supple and texture-rich 100% ostrich leather, choose a Kristina tote bag that's right for your special occasion; available in Warm Caramel, Zingy Tangerine, Cool Aqua and Chilli Red. [make links to other products] Slip the bag onto your arm and she's large enough to carry a mobile phone, keys, cards and cosmetics with an inside pocket and zip closure.

These Tote Bags are designed and handmade by award-winning 'Rarity' [create as link to brands page] based in the very trendy setting of Woodstock in Cape Town.

Features

Designed and handmade in Cape Town, South Africa. 100% Ostrich Leather. Size 24cm (H) x 30.5cm (W) x 8cm (B)

LIZA LEATHER TOTE BAGS IN BRIGHT BLUE

Bold and fun-loving, Liza Tote Bags make a striking addition to our 'Leopard Collection'. Sculptured in the softest calves' leather with blue handles that don't want to be missed, the Liza Tote Bag is also available in Leopard Print with bright Pink handles. [link to other product]. You'll find the handbag large enough to hold a phone, keys, cards and cosmetics, with an inside pocket and zip closure. Make your own statement with the fashionable Liza Tote Bag.

These Tote Bags are designed and handmade by award-winning 'Rarity' [create as link to brands page] based in the very trendy setting of Woodstock in Cape Town.

Features

Designed and handmade in Cape Town, South Africa. Calves leather.

**WEBSITE CONTENT, INCLUDING PRODUCT DESCRIPTIONS, ONLINE CLOTHING
RETAILER, BOHOHEMP** (drawing on themes of fun-loving and eco-friendly)
<http://www.boho hemp.com/>

ORGANIC COTTON KIDS DRESS BY POCO ROSSO

Listing page description

This girls' dress is packed with style

Main product description

Whether dressing up for play or parties, our organic cotton, pull-over-the-head dress for children is just the look. The detail lies in the two, hip-height pockets and a full skirt, that doesn't skimp on length. Girly and gorgeous, it's a dream to wear. Available in red, blue and green.

76% Organic Cotton, 19% Hemp and 5% Spandex Read about our fabrics [link to Fabrics page]

ACACIA SOY AND ORGANIC COTTON LEGGINGS BY NOMADS

Listing page description

Soft and stretchy, three-quarter length soy and organic cotton leggings

Main product description

Love the detail of these soy leggings by Nomads as soft gathers, lace and bows give urban punk a touch of romance. These easy leggings, in high-performing soy and organic cotton, have an extra wide waistband for super comfort and a simple silhouette – just perfect for the layered look.

53% Soy/43% Organic Cotton/4% Spandex Read about our fabrics. [link to Fabrics page]

BAMBOO AND ORGANIC COTTON BONITA BABY DOLL DRESS BY NOMADS

Listing page description

Make your legs the star with this cutesy baby doll beauty

Main product description

Wrap yourself in the soft, smooth and luxurious feel of bamboo with Nomads baby doll dress. This simple design is full of surprises – a faux high-waisted riveted belt draws in the waist, flirty ruffles peek out just above the bust and the quirky handkerchief skirt add length on the sides.

67% Bamboo/28% Organic Cotton/5% Spandex Jersey 150g/m Read about our fabrics. [link to Fabrics page]

ORGANIC COTTON KIDS LEGGINGS BY POCO ROSSO

Listing page description

Layer these cosy leggings under skirts and trousers

Main product description

Our classic cotton and hemp leggings for little legs are a joy to wear. The breathable cotton cloth is made highly durable by the hemp, which is extremely hard-wearing. Plus, there's enough stretch to give them all the comfort they need to carry on exploring. Available in a range of colours.

76% Organic Cotton, 19% Hemp and 5% Spandex Read about our fabrics [link to Fabrics page]