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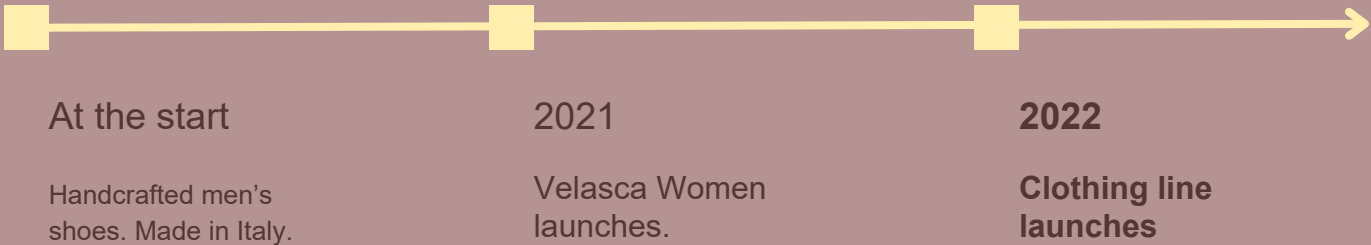
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PORTFOLIO

I've chosen to showcase my work through Velasca, the brand I worked with from 2021 to 2025. One in-depth case study showing how writing changes with its purpose and context.

Velasca scales up.

Footwear is joined first by a women’s brand, then by menswear. As products, audiences and touchpoints expand, the way the brand tells its story evolves too.



The brand’s voice, channel by channel.

I join Velasca as a Copywriter in 2021 and help shape its evolution over the following years. I work on campaigns, e-commerce content and email flows, adapting the brand’s voice to each channel and stage of the customer experience. In 2024, I become Head Copywriter.

A case study becomes a portfolio.

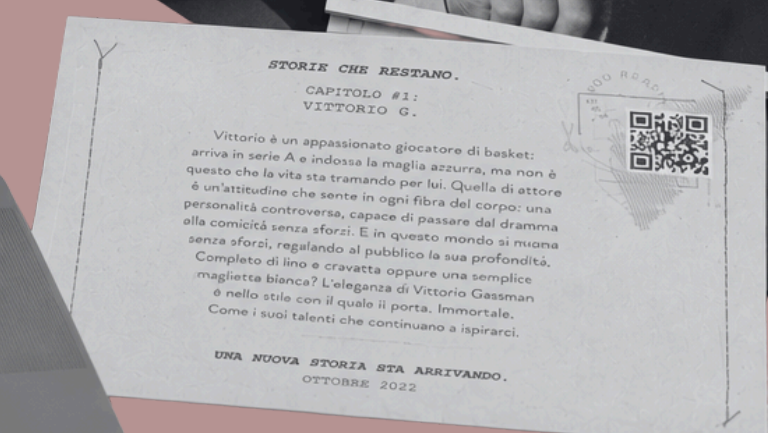
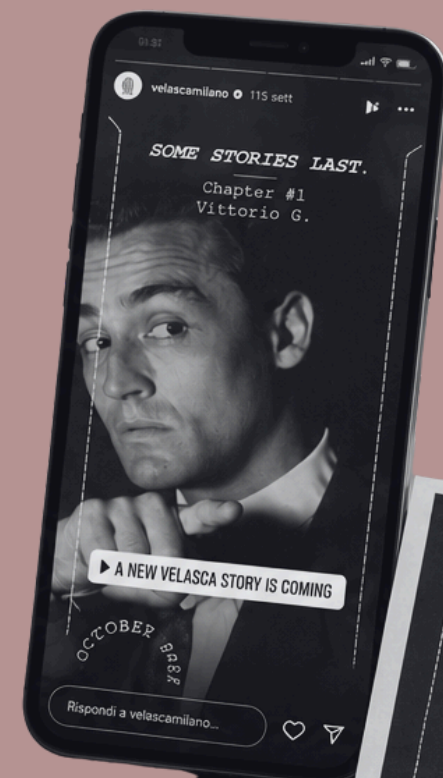
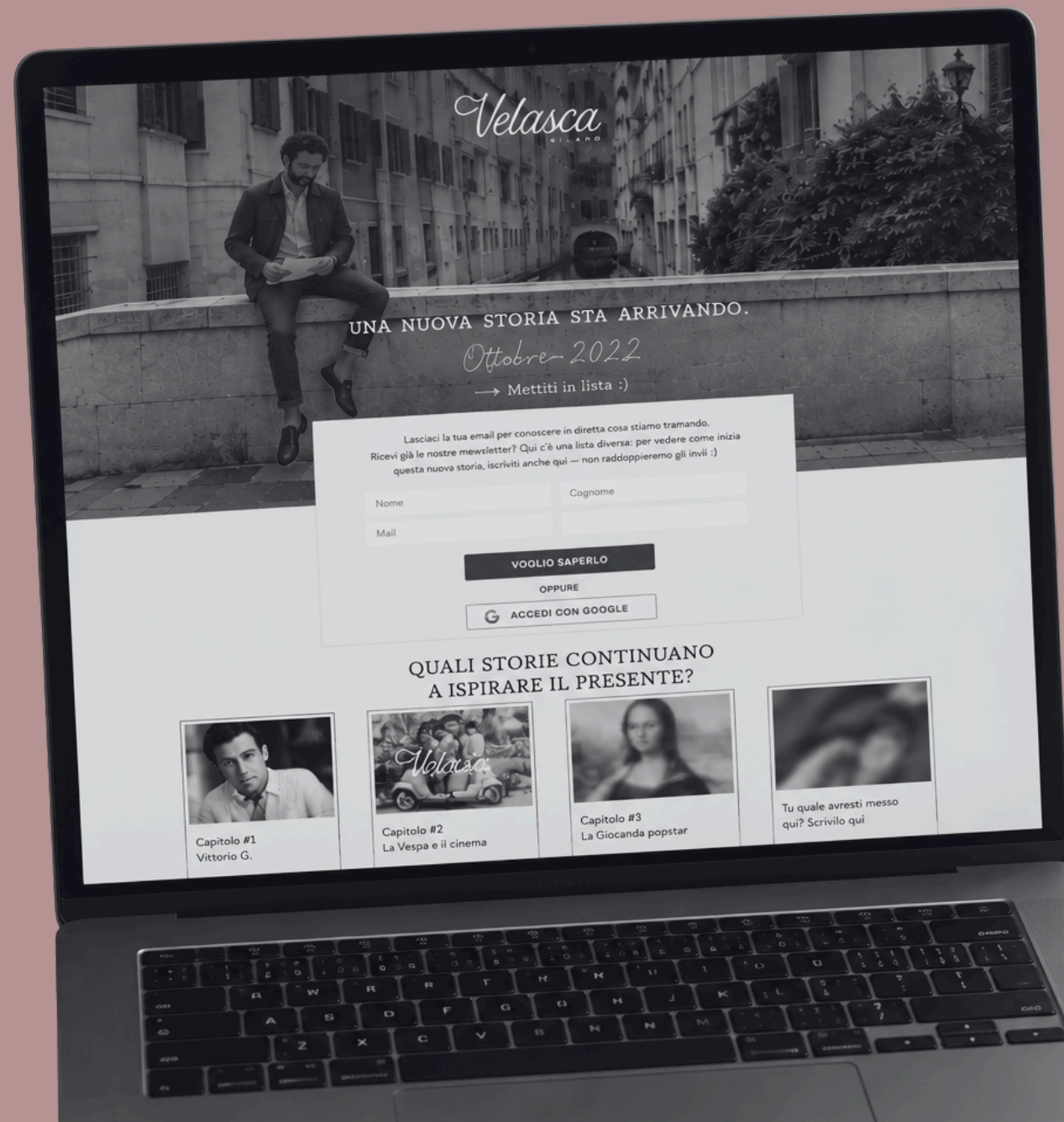
The following pages explore the clothing launch, from the campaign concept to its landing page, postcards and social content. The story continues through product pages, labels and hangtags. Welcome emails and ads complete the picture with ongoing communication: from discovering the brand to concise advertising copy that brings style and product quality together.

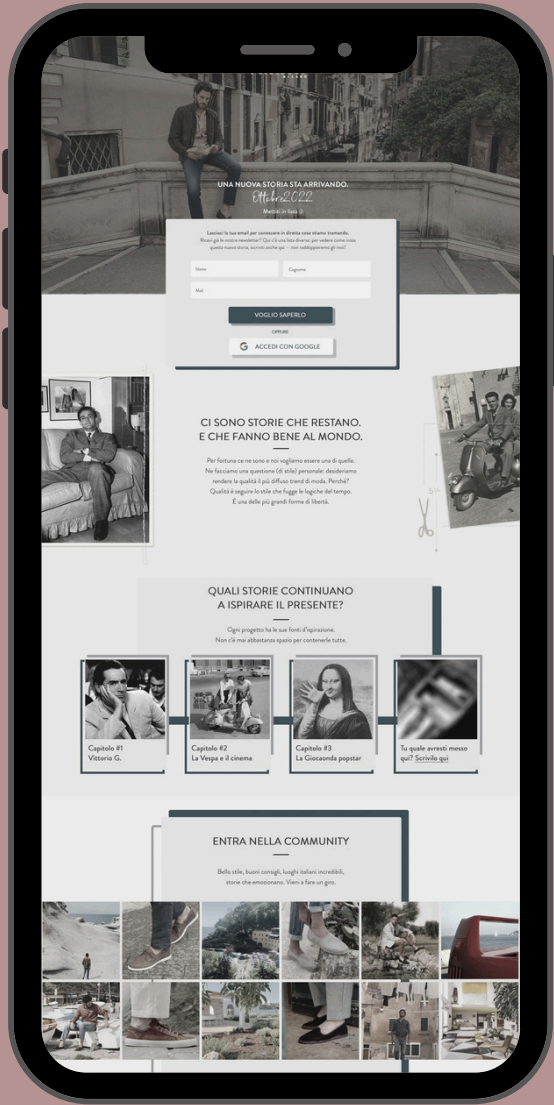
VELASCA / SOME STORIES LAST

In 2022, Velasca introduces its first clothing line. For the launch campaign, we start with what the new collection shares with its footwear: style made to last, beyond passing trends.

This becomes ***Le storie che restano (Some stories last)***: five stories from the past, chosen for their ability to stand the test of time and still speak to the present.

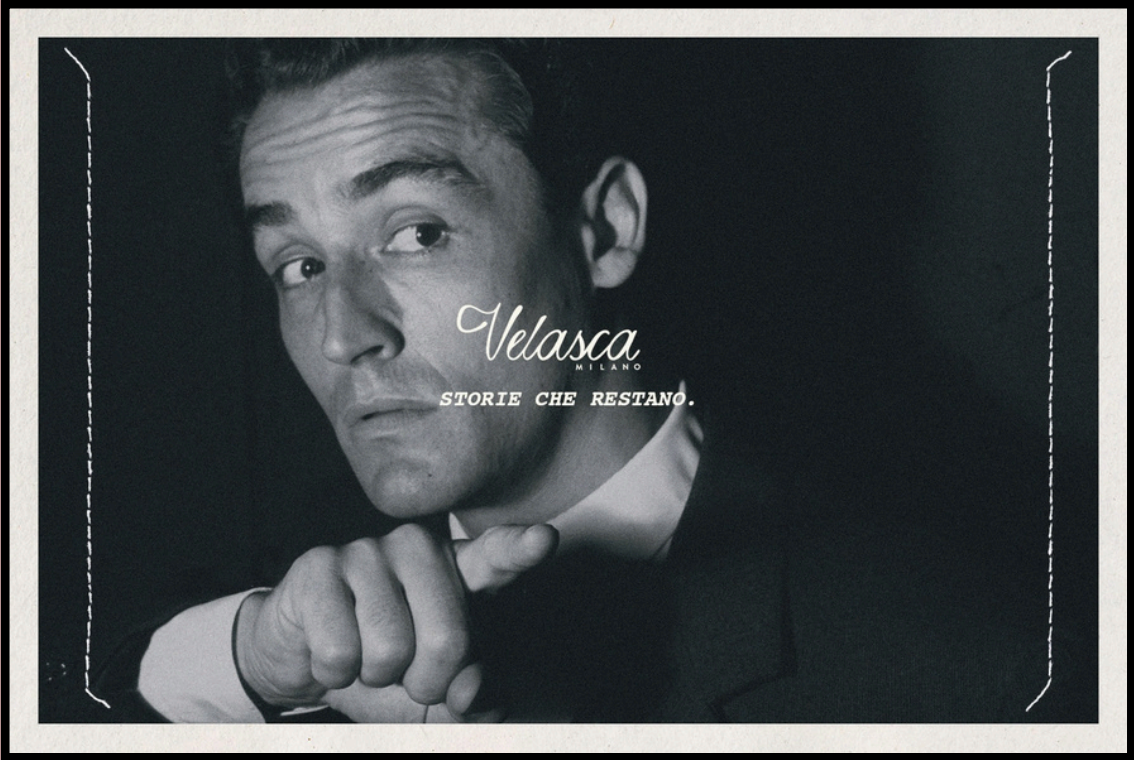
Launching
clothing without
talking about
clothing.





The campaign led to a landing page inviting people to discover what Velasca was preparing. “A new story is coming” teased the launch; a sign-up form offered a first look.

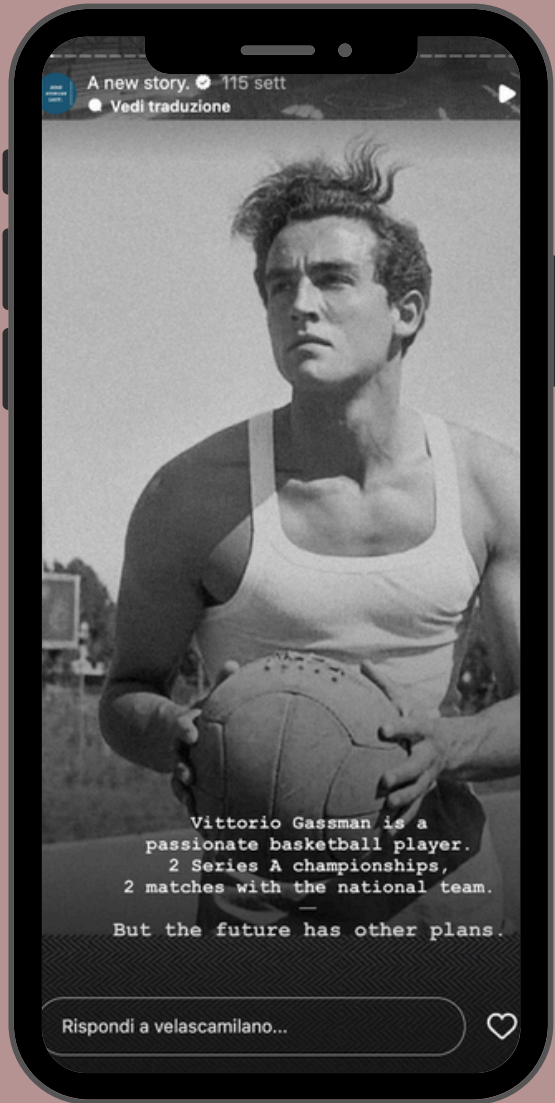
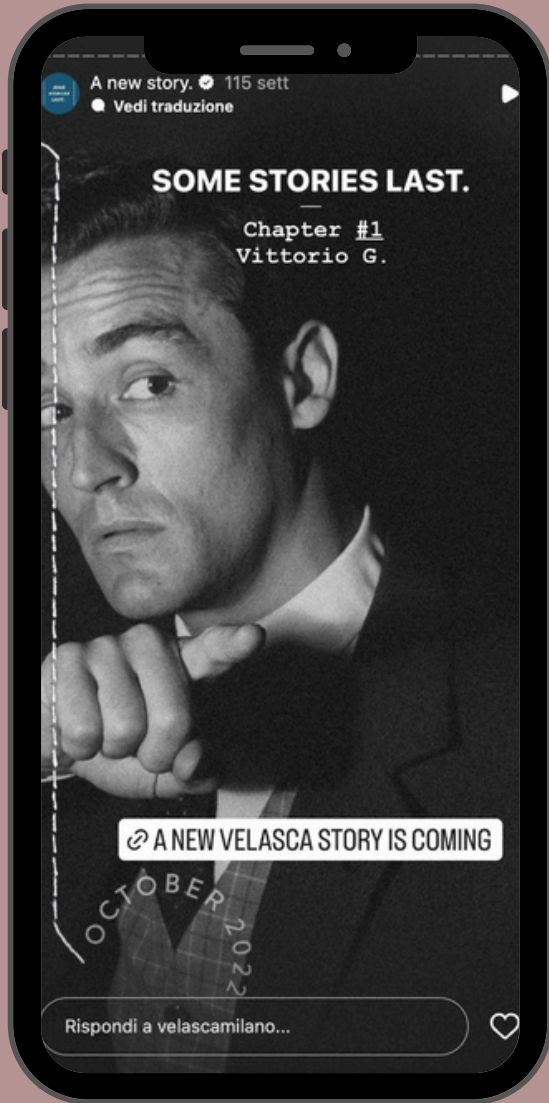
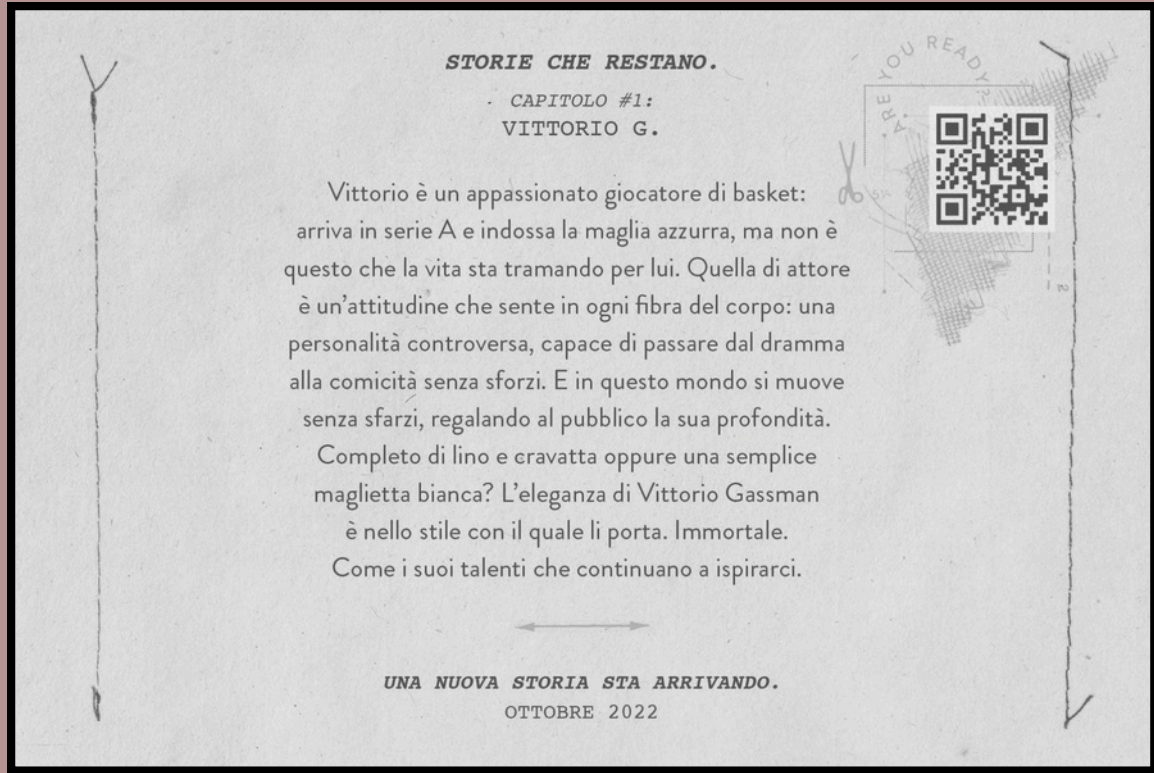
The page continued with the campaign’s stories and an open question: “Which story would you have included?” Readers could suggest their own, opening a conversation with the brand.



The campaign's five stories become postcards, distributed in stores and included in packaging, as well as Instagram content.

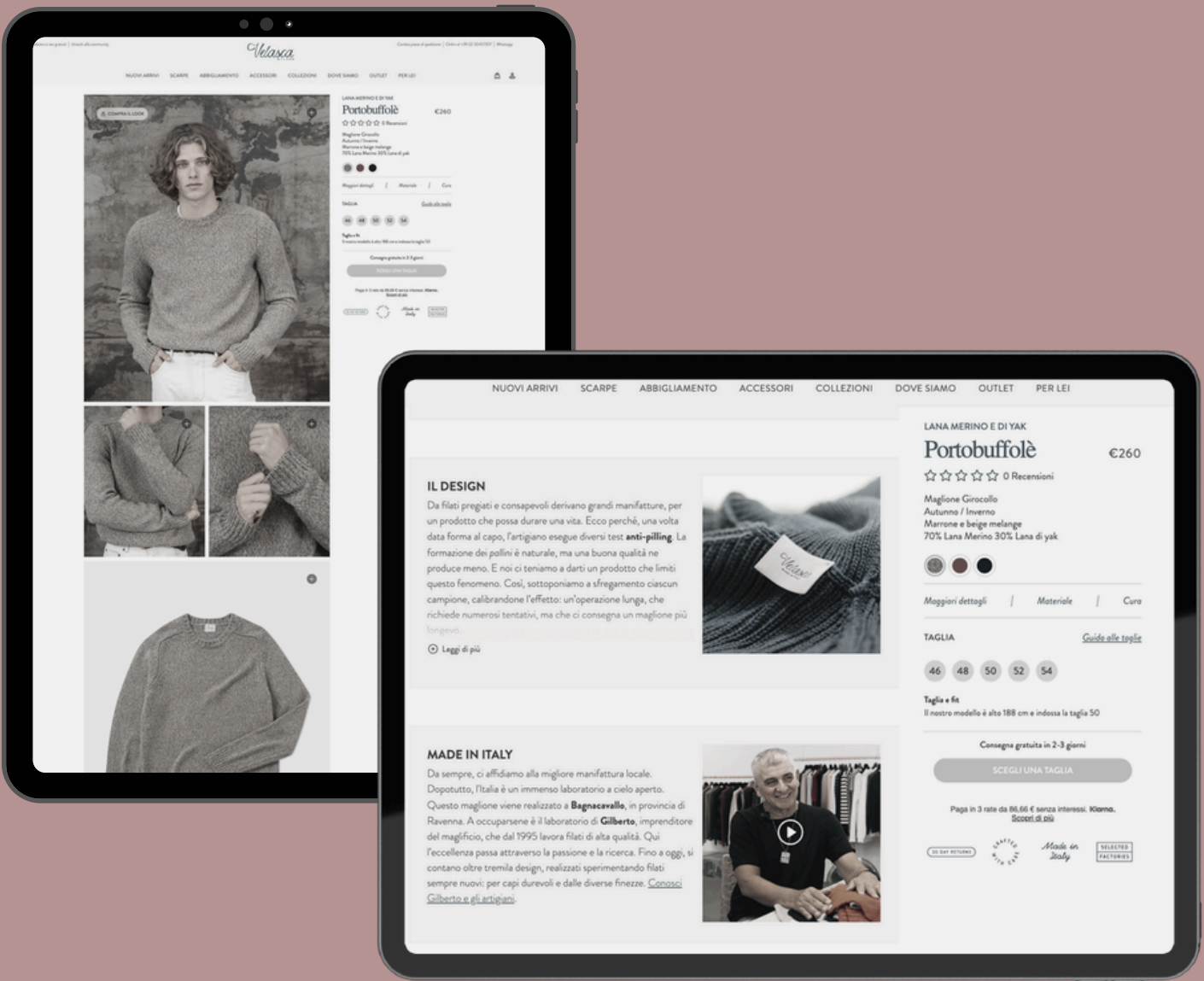
Each postcard tells the full story; Instagram Stories break it into images and short texts. A QR code and a link lead back to the landing page: two ways into the same narrative.

CAMPAIGN



VELASCA / THE PRODUCT EXPERIENCE

UX/UI, CONTENT DESIGN



Brand values through the product page.

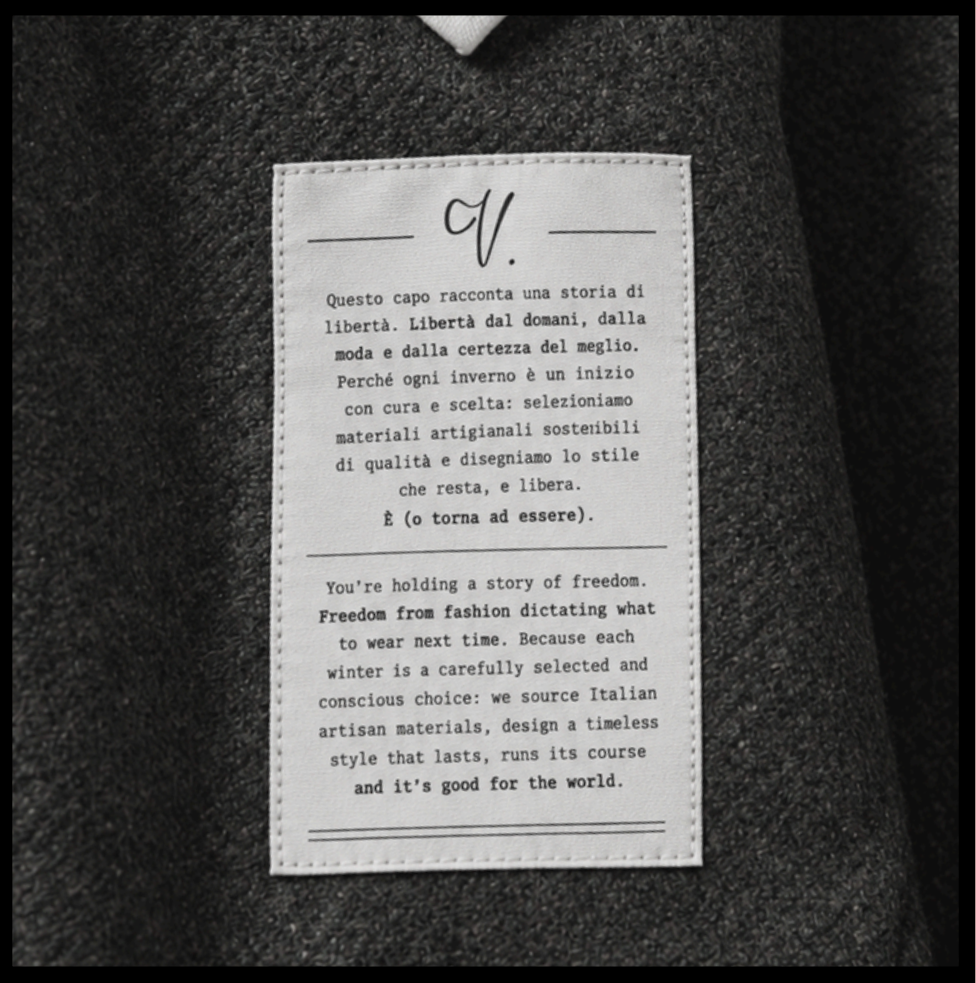
With the clothing launch, we rethink the product page to help customers browse and choose. It makes Velasca's values tangible through materials, craftsmanship, care and people. Each garment's story supports the brand's promise of quality and helps explain its price.

We organise content in layers. An always-visible panel summarises key information and keeps size selection and purchase controls within reach. Links to details, materials and care lead to further information. Technical specifications sit in a table for easy reference.

Further sections explain the garment's inspiration, how it is made and by whom. We describe materials and suppliers, explain craft techniques and introduce the makers, linking to interviews with the artisans.

Care instructions support the promise of lasting quality, explaining how to wash and store the garment. Styling suggestions help customers picture it in their wardrobe and discover the rest of the collection.

The same values take a shorter form on labels and hangtags. Here, timeless style meets Italian craftsmanship: words become part of the garment's identity.



— V. —

Questo capo racconta una storia di libertà. Libertà dal domani, dalla moda e dalla certezza del meglio. Perché ogni inverno è un inizio con cura e scelta: selezioniamo materiali artigianali sostenibili di qualità e disegniamo lo stile che resta, e libera. È (o torna ad essere).

You're holding a story of freedom. Freedom from fashion dictating what to wear next time. Because each winter is a carefully selected and conscious choice: we source Italian artisan materials, design a timeless style that lasts, runs its course and it's good for the world.



SOME
STORIES LAST.
AND THEY'RE GOOD
FOR THE WORLD.

DESIGNED BY *Velasca*
MILANO

MADE IN ITALY PRODUCTION

A story

Made to last.

The raw materials are just the start of the story. The rest is great artistry. Finding it isn't hard: Italy is like a huge open-air atelier and every region has its own niche. That's why we carefully select our partners, one by one, all united by a common thread of passion, genius and extraordinary handiwork.

Velasca
MADE IN ITALY

MADE IN ITALY

Le materie prime sono solo l'inizio della storia. Serve anche una lavorazione eccellente. Trovarla? Non è difficile: l'Italia è come un gigantesco atelier a cielo aperto e ogni territorio ha il suo saper fare. Per questo selezioniamo i nostri laboratori uno a uno, tutti uniti da un filo comune, fatto di passione, d'ingegno e di una straordinaria manualità.

VELASCA.COM

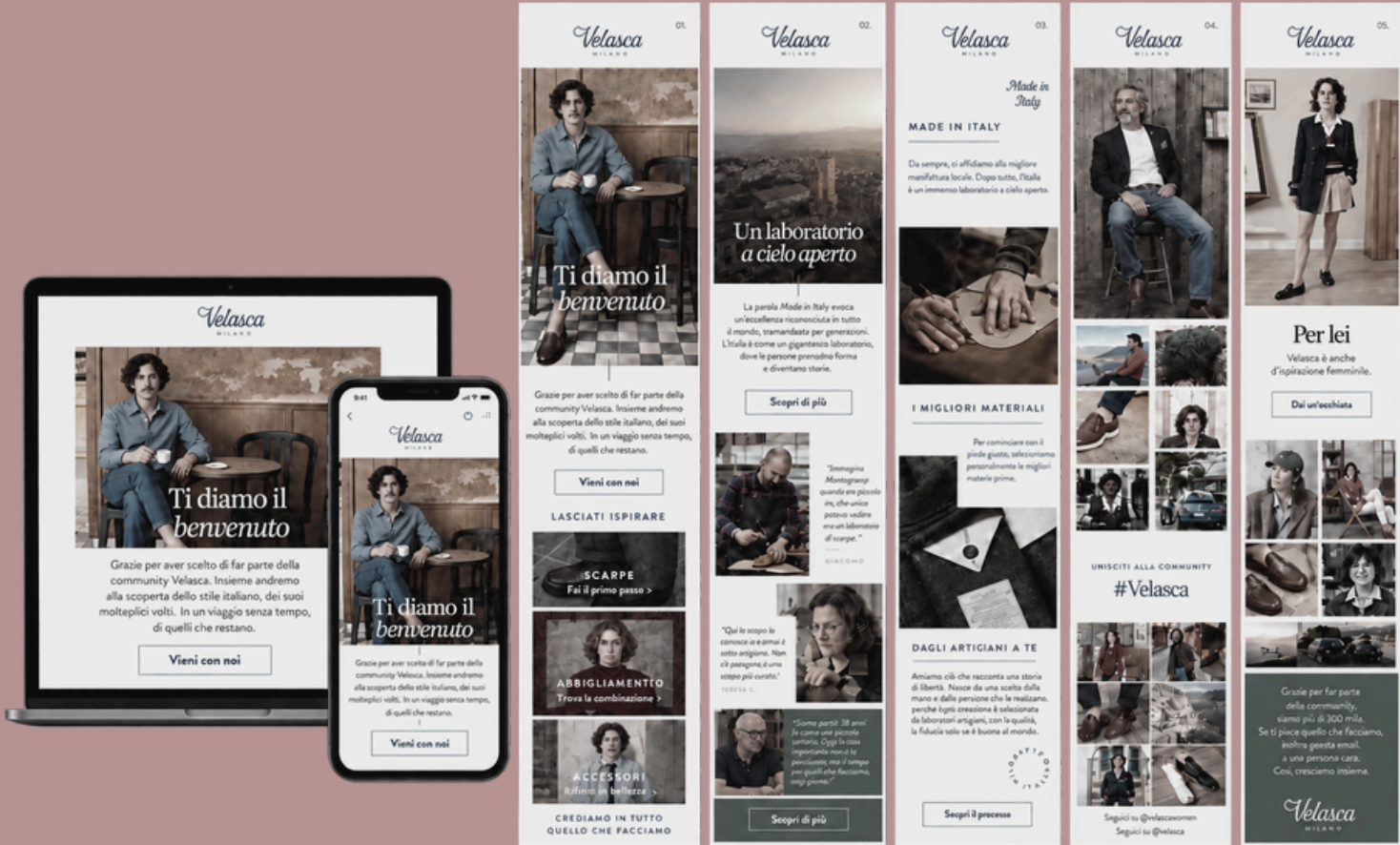
Getting to know Velasca, one email at a time.

For newsletter subscribers, we create a journey into the brand: five emails for Velasca and five for Velasca Women. The welcome opens the conversation; the following messages explore Velasca through products, artisans, materials and community.

The copy unfolds the story across the sequence, giving each email a clear focus. Brand introductions sit alongside tangible details: artisans’ words, the origins of materials and craft techniques. Italian style takes shape through the people and choices behind the products.

Headlines, body copy and calls to action guide this discovery. “Welcome” sets a direct, friendly tone; “An open-air workshop” introduces the story of Italian craftsmanship.

The welcome flow connects identity with navigation: it introduces what Velasca believes in and gives readers ways to explore it.



VELASCA / EMAIL WELCOME FLOW



Telling a story of style through the product.

Advertising supports collection launches and promotes bestsellers throughout the year.

In the Milano campaign, the city frames a story that brings style and product quality together. The copy pairs elegance and ease of wear with concrete features: pure cotton denim, full-grain leather and leather soles.

The writing works on two levels. Evocative lines suggest a way of living and expressing style; descriptive lines highlight distinctive product features. “True elegance / Timeless design” and “100% Cotton denim / Made to last” strike this balance in the men’s ads; “Smooth leather / Full grain” and “Leather sole / Classic elegance” do the same in the women’s ads.

Material quality becomes part of the story of style: the product gives substance to the campaign’s imagery.

VELASCA / META ADS

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