

This is a before-and-after sample. The client supplied me with only a few paragraphs to start with. However, after we had worked on branding guidelines and a discovery sheet, I was able to determine precisely what they wanted.

NOTE: I do not own the rights to this work, and it may have been subsequently modified.

From: <https://www.sukilux.com/pages/about-us-1>

Before

We have zero tolerance for counterfeit merchandise. At SukiLux we are dedicated to deliver authentic Hermès handbags and accessories to various consumers by utilizing our passion, knowledge and years of experience. We value our reputation which we built for years. We thoroughly vet all the items before sending to our clients.

Buying from us guarantees the purchase of authentic products. Since we specially concentrate our business in a few brands, we are dedicated to understanding the markets and quality standards of the products these brands produce. As established dealers, virtually all of our merchandise comes from our network of trusted sources, which have proven to be highly expert and respected for their authentication skills.

Moreover, as almost all of our items are from recent collections and are in store fresh condition, we can trace them back to the boutique or store from which they were originally purchased. In addition, we offer a full money back lifetime guarantee if an item we sold is found to be inauthentic by a reputable independent authenticator.

After

CORPORATE MISSION AND GUARANTEE

ABOUT THE COMPANY

SukiLux is the world's most trusted Hermès collector and reseller. We have access to the rarest Hermès handbags and accessories worldwide and are dedicated to helping our customers get the best prices for buying and selling.

THE SUKILUX PROMISE

Our passion, experience, and commitment make us one of the most trusted names in the industry.

100% GUARANTEED AUTHENTICITY

SukiLux never carries counterfeit merchandise. We verify that every product is authentic before we place it on the market. We concentrate on only a handful of brands, giving our customers the highest quality merchandise.

All our products are pristine and originate from reliable and trusted sources. We authenticate our products by tracing their origins to the boutiques where they were initially purchased.

WE WORK WITH THE MOST ESTABLISHED INDUSTRY PARTNERS

Our merchandise comes from suppliers with impeccable reputations for quality and integrity. These independent suppliers have been carefully vetted and are regarded as the best in their respective fields.

ALL MERCHANTS ARE BY INVITATION ONLY

All of our merchant partners are by invitation only. SukiLux does not have 'public sellers,' which allows us to maintain the highest standards from the beginning.

EASY & STRESS-FREE ORDERING

SukiLux will only charge your online purchase once we have confirmed that we can fulfill your order. We will only process an order (or accept payment) after reconfirming the merchandise's availability, price, and delivery time.

SECURE PAYMENTS & SHIPPING

SukiLux ensures the highest level of security by working with one of the world's largest banks. We keep your personal information safe and secure using state-of-the-art internet security.

SukiLux ships to over 100 countries through established delivery companies such as FedEx, UPS, and USPS. All shipments are fully insured. For your protection, we require a signature for deliveries over \$300.

WE ARE HERE TO HELP

SukiLux was founded in New York City. We are located at 472 Broome St, New York, NY 10013. Our concierge team is online from 10 am to 6 pm EST, seven days a week, to assist with every need.

You may also contact customer service at suki@sukilux.com or by calling [866.668.7854](tel:866.668.7854). \