

A launch story with a pulse.

Instagram content + website launch for a fashion label that needed to sound **fun, punchy, Indian and emotionally grounded** - not like polished corporate fashion copy.

MY ROLE

Writing hooks, reel scripts and captions; developing content concepts.

SCOPE

Launch storytelling · social formats · community campaign copy · product descriptions · collection narratives

01 Website launch	02 Social voice	03 Community concept	04 Product storytelling	05 Visual + tonal direction
----------------------	--------------------	-------------------------	----------------------------	--------------------------------



THE BRIEF

Build curiosity around more than a link.

Code White was preparing to launch its website. The content had to bring in the **original prints**, the **meaning behind the brand**, and the very real process of building it.

VOICE REQUIREMENT

“Fun, punchy, Indian and emotionally grounded.”

Nowhere near polished corporate fashion copy.

THE CHALLENGE

Fashion launch content can become very pretty - and still say nothing.

The better story was already there: **failed names**, **endless font choices**, **Shopify problems**, **samples**, **shoots** and the general chaos of getting a label off the ground.

PROCESS

FRICTION

PERSONALITY

THE
WAY
IN

This site almost never happened.

CORE IDEA

The messy bits were the content.

Instead of hiding them behind a polished reveal, I used them to build the launch story.

01 Admit what went wrong

Let the brand show the process instead of pretending the launch was frictionless.

02 Laugh at it a little

Keep the voice self-aware, punchy and human rather than overproduced.

03 Still look like fashion

Messy storytelling, but with a coherent visual and tonal world.

EVERYTHING I WORKED ON

WRITING Hooks	WRITING Reel scripts
WRITING Captions	IDEATION Content concepts
LAUNCH Launch storytelling	SOCIAL Recurring social formats
COMMUNITY Campaign copy	PRODUCT Product descriptions
EDITORIAL Collection narratives	DIRECTION Visual direction
DIRECTION Tonal direction	OUTPUT Founder / BTS / product content

The goal was not a pile of captions. It was a repeatable way for the brand to speak across launch, product and people.

WEBSITE LAUNCH

Built around one line that made the chaos useful.

“This site almost never happened.”

I built the launch around that thought with a **reel script, caption and visual direction** that began with everything going wrong and ended with the site going live.

START Everything goes wrong	BUILD Use the chaos as story	PAYOFF The site goes live
---------------------------------------	--	-------------------------------------

The launch story made the process part of the brand rather than something to hide behind the reveal.

A SOCIAL VOICE

Recurring formats, not random posts.

Code Khol	White Lie
Size Scene	Threads & Tales

I developed these recurring formats for **founder, behind-the-scenes and product content**, giving the brand recognisable ways to talk beyond launch week.

FOUNDER	BTS	PRODUCT
---------	-----	---------

MOTIF TO PRINT

Turn the audience into part of the print process.

I created a community concept inviting people to send in something visually interesting that could become part of a future print.

A TILE	A MATCHBOX
A SKETCH	A SCARF
OR EVEN A SAVED IMAGE	

THE IDEA

A small visual memory could travel all the way into a future Code White print.

PRODUCT STORYTELLING

Give the clothes a point of view.

I wrote **product descriptions, captions and collection narratives** that moved beyond fabric and fit.

Product copy	Descriptions that gave the pieces personality rather than listing only material details.
Captions	Social copy that carried the same brand voice into product-led content.
Narratives	Collection-level storytelling that made the clothes feel part of a larger world.

INCLUDED IN THE WORK

Bloom Disorder



The work, in full.

01 Launch scripts	02 Launch captions
03 Hooks	04 Reel scripts
05 Recurring content series	06 Content concepts
07 Community campaign copy	08 Product descriptions
09 Collection narratives	10 Visual + tonal direction

THE POINT

Not a batch of unrelated captions.

A way for Code White to talk about the launch, the clothes and the people behind them **without sounding like a different brand every time.**

The through-line was consistency: process-led storytelling, recognisable social formats, product copy with personality, and a voice that could hold both chaos and fashion.

Selected concept work created for Code White. No publication or performance claims are being made.