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Sample Copywriting

Choosy

About Page

About Choosy

Welcome to Choosy

We think it's time for a change in the fashion industry. We're pairing technology with social media to deliver high-end fashion at a price point you'll love.

You demand the best. So do we.

You don't settle for anything less than your best.

So why are you settling in your wardrobe?

Time to stop buying clothes you don't love because you can't afford the ones you do.

At Choosy, we think you can have it all. We produce high-quality pieces at affordable prices. So you can get the clothing you want AND afford rent. No settling allowed.

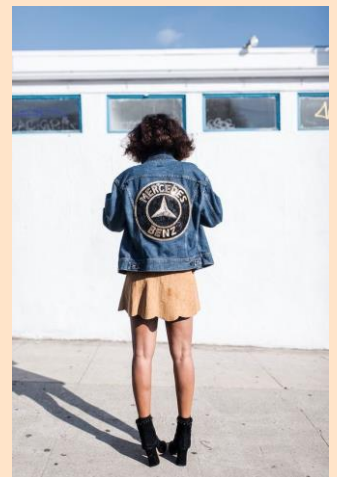


You're our #styleinspo.

Choosy puts you in control. We want to know your thoughts, your dreams, your fashion role models. Because you're ours. No more waiting for stores to carry that it-item you've been crushing over. We notice what you like and make it. Simple as that.

Be Bold. Be You.

We're passionate about celebrating authentic personal expression. We provide unique and innovative style that allows you to show the world your true self. Bland and basic aren't in our vocabularies or wardrobes.



About Choosy

No more clothing compromises

When we were young, we were the picky eaters.

We were the kids who wanted to have their cake *and* eat it too.

We don't think clothes should be any different.

No more settling for the shirt you don't love because it's the closest thing you can find at the right price, compared to the shirt you *actually* want.

At Choosy, we think you can have it all. We produce high-quality pieces at affordable prices. It's time to get the clothing you want, without sacrificing next month's rent.

Express Yourself

Our clothing speaks volumes about ourselves. No words necessary.

We're passionate about celebrating authentic personal expression. Which is why we only make clothing that you've already liked on social media. Choosy makes the customer the trendsetter. If you like it, we'll make it.

Make Shopping Fun Again

Gone are the days of endless scrolling through hundreds of clothing options.

No more frustrating searches for those jeans you've seen on the street but can't find for sale.

Choosy only sells what you actually want to buy. You ask, and we deliver. Life is more fun when you're not wasting time endlessly searching.

Supporting Conscious Consumers

The fashion industry - especially fast fashion - wastes resources and destroys the environment.

At Choosy, we believe in adding value and cutting out the waste. We only make as much as necessary, and we're doing so in a positive, efficient way. Clearing the clutter to bring you only the best.

About Choosy

Choosy was founded on the belief that amazing fashion shouldn't be limited to your Instagram feed. We're tired of not being able to buy one-of-a-kind clothes without maxing our credit cards. Or worse - not finding what we want at all! Instead, we're putting you in the driver's seat. Our customers are our greatest inspiration. If you like it, we make it. At Choosy, we're all about authentic personal expression, for any shape, size, fashion style and budget.

Stop settling for less-than-your-best pieces.

Get Choosy.