

Sézane

Spec Project — Product Page Rewrite

Speculative portfolio piece, written by Srijayee Ghosh to demonstrate brand-voice fluency. Not affiliated with, commissioned by, or endorsed by Sézane. The product shown is original and fictional — written in the spirit of the brand's signature tone, not copied from any real listing.

THE BRIEF I SET MYSELF

Sézane's product copy reads like a letter from a friend who happens to have impeccable taste — warm, a little wistful, never oversold. The brief: write a product page for an original cardigan, in that exact register, without leaning on any real Sézane listing.

Le Cardigan Romy

INTRO LINE

The cardigan you reach for without thinking — and then can't stop thinking about.

DESCRIPTION

We designed Romy for the in-between moments — the walk to get coffee, the train ride home, the third coat of the day you didn't plan on needing. It's cut a little oversized, in a soft wool blend that wants to be worn open, sleeves pushed up, with absolutely nothing matching on purpose.

There's a quiet confidence to a cardigan that doesn't try too hard. Romy has that. Wear it over the slip dress you weren't sure about, or with nothing but jeans and good intentions.

THE DETAILS

Relaxed, oversized fit — designed to be worn open

Soft wool-blend knit with a brushed finish

Dropped shoulder, ribbed cuffs and hem

Mismatched button detail at the front

Available in Oat, Faded Denim, and Vintage Black

STYLING NOTE

Our favourite: Romy over a slip dress, with the sleeves pushed up and bare ankles, like you left the house in a hurry but somehow got it right.