

Shoppers Stop

Product Copywriting Under Constraint

Written by Srijayee Ghosh via Textmercato for Shoppers Stop's product catalogue, delivered at high volume — averaging approximately 50 first-draft descriptions per working day across an 8-week engagement. House style required every description to land in 30 words or fewer, stay SEO-enriched, pass plagiarism checks, and read as styling advice rather than a spec sheet.

WOMENS ETHNIC — FESTIVE KURTAS

Embroidered Viscose Blend Round Neck Festive Wear Kurta

Look radiant in this sleek, hand feel and vibrant festive wear weaved round neck kurti. The intricate embroidery on viscose blend fabric will definitely make you stand out in the crowd.

31 words

Embroidered Viscose Blend Round Neck Kurta, Three-Quarter Sleeve

Look picture-perfect in this stunning viscose blend sleek designer kurta with three-quarter sleeves. This round-neck aristocrat kurta with embroidery work will amp up your look in any festivities.

28 words

HANDBAGS & ACCESSORIES

Leather Mens Casual Two-Fold Wallet

Enjoy the grace and utility of your wallet with this compact two-fold leather wallet with card slots, a coin compartment and extra compartments to organize your money.

27 words