

# LUCCA STUDIO

Creative strategy studio focusing on content and branding that is smart, distinct, and progressive.

## Role

Lead Copywriter + UX Writer + Editorial

## Responsibilities

Copywriting + Editing

UX Writing

Brand Style Guides + Establishing Brand Voice

Social Media Strategy + Management

# LUCCA STUDIO

Copywriting Example: Apiece Apart WOMAN Interview with Adriene Mishler

In an era during which the word “influencer” can cause your eyes to roll back into your head, Adriene Mishler wholeheartedly disrupts the stereotype. In light of her popular **Youtube channel, Yoga with Adriene**, she has somehow remained disarmingly authentic, avoiding the obvious pitfalls of being a social media sensation.

And let’s be clear here, Adriene is incredibly popular. Her Youtube channel is the most watched yoga instruction on the Internet with 10 million subscribers and three times as many views on her most-watched videos. Her work has shifted the conversation around yoga, making it clear that good health is for everybody, and her platform works to abolish what she calls “the wellness hierarchy.”

This ethos of inclusivity is more than just lip service. Her openness and casualness—the videos are often shot in her living room with her dog Benji—feel cathartic during a year defined by confinement, grief, and anxiety. You feel connected in this community, almost as though you’re going to hang out in her backyard with snacks after the session is over. Her videos balance a deep knowledge of all types of yoga with levity that always remains welcoming.

Teaching strangers how to do something new, especially on video, is a particularly challenging skill. Even more so when it’s something that requires a level of connection. But Adriene intuitively knows what makes someone an effective teacher: “In an effort to prove expertise, the tamber of the teacher can often be lost. Many think that they can earn the trust of students or the community by proving how much they know, when really that trust and fellowship comes with the teacher who is willing to let others really see them for who they are. This is a brave move.”

We visited Adriene at home in Austin, Texas where we talked about active listening, rituals for daily transitions, influencer culture, and her favorite year-round curry recipe.



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Copywriting Example: Apiece Apart WOMAN Interview with Adriene Mishler

**During this year, there has been a stark decrease in my ability to focus on anything. How do you practice attention-- physically, mentally, or emotionally?**

Breath technique. Truly no longer allotted to, chained, or reserved for the yoga mat, meditation cushion or in the middle of a panic. Grounding your feet, or sitting up tall and pausing to focus on the breath is a great tool for guiding one's attention and energy. The more disciplined about this, the more I realize it really is a great tool for focus.

**What feels like a current theme or focal point for 2021? Is there anything specific that you are working toward or trying to better understand about yourself?**

Active rest. If the last year has taught me anything, it has been to understand my stress cycles more and to guide others to understand more about their nervous system. I am practicing active rest on the mat but also by giving myself permission to do less. Sometimes, just allowing yourself to do nothing, to "just be," is really how you improve upon everything you're doing and end up feeling supported. While outside circumstances seem like the main hurdle to feeling supported and whole, it really does manifest from within. I seem to get in a cycle of overbooking myself-- I want to be better about carving out real down time.

Also, continued learning. I am working to be more disciplined about the things I am trying to learn. I have been taking a neuroscience class, as well as Spanish tutoring. This year I hope to bump these up to the top.



# LUCCA STUDIO

Copywriting Example: Apiece Apart WOMAN Interview with Naomi Shihab Nye

As a team who finds a lot of inspiration in art, in fiction, in films, we've found ourselves recently asking — what role does art play in a pandemic? Is it self-indulgent to be seeking reflection in this form...or is it perhaps a necessary form of nourishment? To investigate these ideas, we sought out the wisdom of Naomi Shihab Nye, a poet whose accolades range from National Book Critics Lifetime Achievement Awards to Guggenheim Foundation Fellowships to becoming the Poetry Foundation's Young People's Poet Laureate, and seemingly every bit of critical acclaim in between.

Born in the early 1950s to a Palestinian father and an American mother, Naomi's experience of cultural differences has influenced much of her work — which interestingly is largely centered around our shared humanity. Through her writing, much of which addresses ordinary daily life through a lens of observation and earnest wonder, she lends a fresh breath of much-needed perspective.

We visited Naomi at home in San Antonio, Texas, where she generously offered us a glimpse into her world.



# LUCCA STUDIO

Copywriting Example: All Places Brand Narrative

## ALL PLACES | ABOUT

We believe women belong in the boss's chair. **All Places** is a woman-owned business and legal strategy firm for female entrepreneurs. We envision a world in which power and influence are more evenly distributed. **All Places** exists to help women grow their businesses without limits.

Over the past two decades, the number of women-owned companies has grown at 2.5 times the rate of the national average. Every day, women in the US establish 849 new businesses, and 46% of these are owned by women of color.<sup>1</sup> Everything we do is directed towards ensuring that these women-owned businesses grow to generate generous amounts of capital. **All Places** exists exclusively for your financial success.

We work with you from the beginning when you dream up your business and determine its viability.

We set the plans in motion until you hit the ground running, and we will be there to celebrate your earliest achievements.

We work together to develop strategies to transform even the smallest business into a healthy company with sound legal frameworks and strong financial foundations.

# LUCCA STUDIO

Copywriting Example: All Places Brand Narrative

Our goal is for you to grow wisely, so you can build wealth confidently.

We challenge women to dream big about their business's bottom line. The benefits of working with a business and legal strategist, rather than a traditional law firm, are simple. We combine the expertise of both legal counsel and business coaching, allowing you to work singularly with **All Places** to realize your professional aspirations. Whereas legal firms primarily offer document drafting and advice billed hourly, we strategize with you as you develop your company, and our compensation is aligned with your success on a retainer or fixed-fee basis.

**All Places** is a business community established by women for women. We are seeking clients who prioritize equity, diversity, and sustainability in their companies. We are seeking women with not only ambition, but a structured vision in which we can believe and with which we can partner enthusiastically. We want nothing more than to see all women pursuing positions of power in all places.

# LUCCA STUDIO

Copywriting Example: All Places Brand Narrative

## Our Services

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### ASSET MANAGERS

It takes a bold and brilliant woman to start an asset management firm, and we have worked with more women GPs than just about anyone. We understand the unique business and legal challenges associated with raising capital, and know how to avoid unnecessary frontloading of legal spend. We are committed to your success and have an exceptional network of other women GPs to support you along the way.

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### HOW WE HELP

- Pre-launch strategy
- Leadership team structure
- Effective and legal marketing
- Fundraising strategy
- Fund formation / PPMs / LPAs
- SEC and state registration and filings
- Compliance with fiduciary duties
- Critical analysis of deals and partnerships
- ESG & MWBE policies and certifications
- Separating from your employer, including non-competes



# LUCCA STUDIO

Copywriting Example: Contigo Guest Ranch Brand Narrative



Contigo means *with you* in Spanish, and for generations the purpose of Contigo has been to create an atmosphere where people and nature flourish together.

Our property includes five restored historic cabins, 10 modern cottages, a horse barn for events, and a 6,000 square-foot event hall and patio. We believe that what makes the ranch truly special is not what we've created but the land itself. We hope you'll enjoy our pasture trails, scenic overlooks of the Texas Hill Country, pond for fishing and bird watching, a diverse gathering of wildlife, and the dark night sky just as much as you appreciate the modern facilities in our event spaces, cabins, and cottages.





# LUCCA STUDIO

Copywriting Example: Contigo Guest Ranch

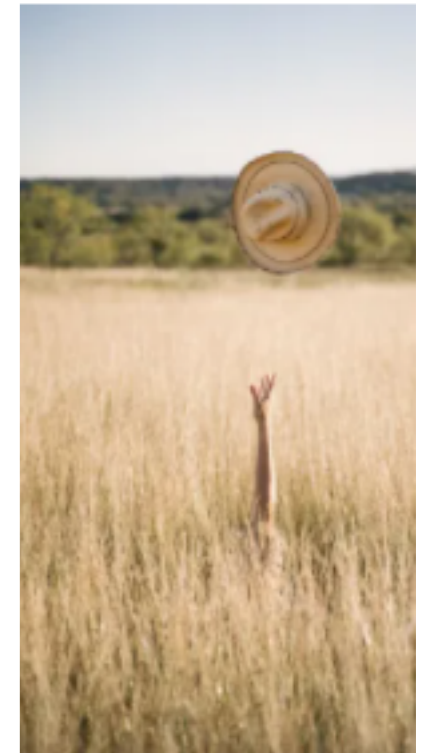


## Things to do

Here's a list of some of our favorite activities at Contigo Ranch and in the Texas Hill Country.

### On The Ranch:

- › **Walks:** Winding roads throughout the ranch allow you to take in the landscape while getting fresh air and exercise. We highly recommend a stroll down Lower Crabapple Road to encounter some of the best views in Texas.
- › **Trails:** Throughout the ranch we've mowed several trails so guests can safely walk through the fields. Please reference our ranch map to find the trailheads and wear a sturdy pair of shoes to fully enjoy exploring the land.
- › **Biking:** Pack your bikes for a fun way to get around our ranch! The Hill Country attracts cyclists from all over with its open roads, lush views, and challenging hills. If you're a more casual cyclist, Lower Crabapple Rd is ideal for a beautiful, leisurely ride.
- › **Picnicking:** The ranch boasts some of the most beautiful trees in Texas, which means we have endless picnic spots for our guests. Select a bottle of wine from one of our friends' nearby wineries (Fredericksburg is Texas wine country after all!) and settle beneath the shade of our 300 year-old oak. Or, take a picnic up to The Bluff and enjoy the breeze. You can locate some of our favorite spots on your ranch map.
- › **Stargazing:** There are few better places in the country to go stargazing than in the Texas Hill Country. Pack a blanket and flashlight, leave your phone behind, and out to get lost in the vast night sky.
- › **Fishing:** Our Sunrise Pond is the perfect place for kids and adults alike to spend time fishing. We stock the lake with perch and bass but ask that you please respect our catch-and-release policy.
- › **Trap Shooting:** Please email our staff to inquire about planning a trap shoot during your stay at the ranch.
- › **Wildlife Watching:** During your stay, you'll most likely encounter a variety of our bountiful wildlife including Axis and whitetail deer, cottontail rabbits, and red foxes. But, if you pack your binoculars you'll get a closer look at some of our more shy neighbors such as porcupines, bobcats, and birds of all kinds.
- › **Relaxing:** Our cabins and cottages all include a porch with rocking chairs. This is the perfect place to sit and watch the sunrise, catch up with a loved one, or read a book. Distractions are limited here— be prepared for lots of peace and quiet.



# LUCCA STUDIO

Copywriting Example: Artist Interviews with Urban Outfitters X Champion

NYC by-way-of LA photographer and filmmaker Emmanuel Olunkwa understands something that artists like Nan Goldin, Carrie Mae Weems, and Robert Rauschenberg also valued — the unparalleled intimacy of photographing friends. Olunkwa, at 23, is preternaturally articulate about the intentions shaping his work—insisting that every image reveals its political and aesthetic lineage, and that every image forces its viewer to think about how the subject interacts with the space. Olunkwa’s intensity oxidizes with his instant likability, creating a sense of friendship and warmth in his presence. One feels like they’ve known him for a long time. He insists that this notion of trust is vital for any documentarian photographer. He wants his subjects to feel seen and empowered in his photographs, a theme that came up again in again when discussing his love for the medium and what he demands from his work.



# LUCCA STUDIO

## Copywriting Example: Artist Interviews with Urban Outfitters X Champion

When looking at his images, there is also an intimacy extending beyond the subject and artist. Many photos involve overlapping and intermingled bodies— hands on shoulders, one leg draped across another person’s lap, individuals sitting back to back, skin to skin. And Olunkwa is clear that he is fascinated by the way these bodies symbolize power, status, and intention. His images often feature people whose body language does not naturally connote power— frames depict people slouching, or cast in a shadow, or wearing fabrics that match the couch, or posed in the background behind shrubbery or rock formations. But their presence in these spaces assert a subtle power, by the very fact that Olunkwa focused the lens on them, turning a front yard, bedroom, or sidewalk into a stage set for a performance. He talks to us about the power of seeing yourself represented in art and media, and about the pleasure of capturing his friends on camera, then re-experiencing those memories in a new way when the film is developed— and forever set down in history.

*Interview by **Katherine Noble**, Photos by **Laurel Golio***



# LUCCA STUDIO

Longform Writing Example: Freunde von Freunden Artist Conversations



It's endearing watching Leigh Patterson and Michael A. Muller evade the question: what do you do? The insistent distillation regarding how they spend their time bores them, and their ennui from over-describing their work is clear. It's easy to understand why. There's an ineffability to their professional interests, and their projects resist easy classification. Leigh is the founder of the creative studio Lucca and writes the incredibly popular workbook series Moon Lists. Michael is a multi-instrumental musician and composer. He is also the co-founder of the band Balmorhea, a genre-eluding instrumentalist duo with a worldwide audience. Balmorhea released its seventh studio album, The Wind, in April on the historic Deutsche Grammophon label. He also released a solo project, Lower River, in 2019. These titles feel only partially summative regarding "what they do," though, and they enjoy occupying this malleable space. Michael and Leigh's creative styles can be defined, in part, by their measuredness and their immediate recognizability. There is no false step, chaos, or excess. There is also no one doing quite the same thing. There is an order, a watermark, to all of their projects—a vernacular spoken and identifiable species inhabiting their creative worlds. Because of this deliberate consistency, small moments of change or perspective shifts result in large emotional resonance in their work.

# LUCCA STUDIO

Longform Writing Example: Freunde von Freunden Artist Conversations



Similarly, this empathetic, textured attention is what breathes life into their sparser sensibilities. Instead of their projects feeling minimalist, they feel accurate. They feel clear—tinged by unexpected verisimilitude to how life *feels*. Levity and gravitas, high-brow and low. So often, a minimalist aesthetic can feel too ascetic, devoid of humanness, and uninviting. Bare walls, light wood, beige art, one-note struck again and again. But they imbue warmth, nuance, life, and flexibility into their work. They give their imaginations long leashes while remaining tethered to the discipline of their visions.

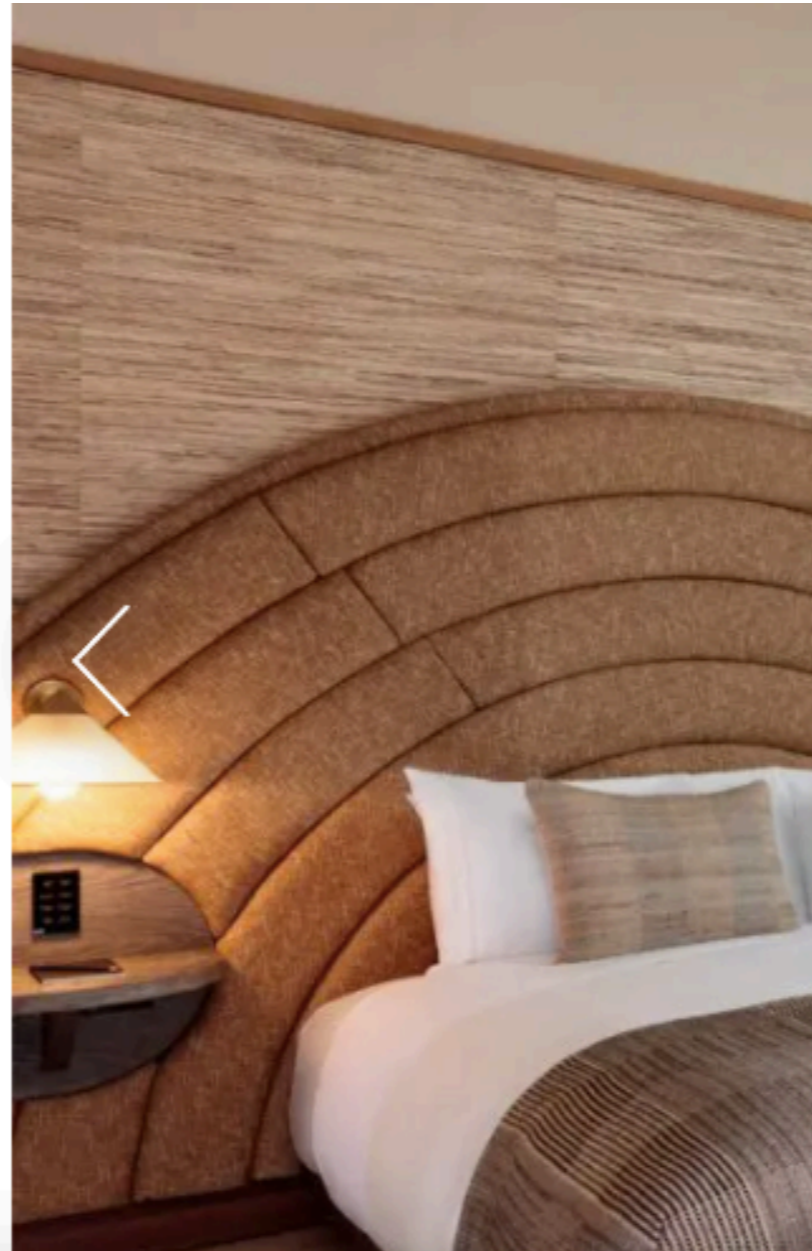
# LUCCA STUDIO

UX Copy Example: Proper Hotel Santa Monica Booking

## Rooms & Suites

The 271 rooms and suites of Santa Monica Proper reflect the local history and landscape with original design by Kelly Wearstler. Meeting the needs of the modern luxury traveler, each room is well-appointed with specially designed furniture and signature Proper beds dressed with Bellino and Fili D'oro linens. All rooms feature premium WiFi, Apple TV and bedside controls to adjust blackout shades and lighting. In addition to curved floor-to-ceiling windows, balconies and garden terraces offer plenty of natural California light.

[EXPLORE ROOMS](#)



# LUCCA STUDIO

UX Copy Example: Proper Hotel Santa Monica Restaurant Reservations

## Calabria Rooftop



The elevated outdoor rooftop restaurant and bar, serves fresh and vibrant Mediterranean and California cuisine, prepared in an inspiring surrounding with the ocean as backdrop. Whether from the sundeck or the circular bar, views are best enjoyed with natural wines, seasonal cocktails and small-batch spirits.

DIVE IN



# LUCCA STUDIO

UX Copy Example: Moon List Product Launch

M O O N	L I S	T S
<p>WHAT'S THE POINT?</p> <p>Observing inner life in this format can be useful for both addressing the specific (ie: starting a new project or addressing an emotional block) or more generally distilling the magnitude of ongoingness into tangible examples.</p> <p>Perhaps the prompts can just be a “better” way to waste time than idle scrolling...</p>  <p>WHY JOURNALING?</p> <p>Journaling can synthesize our idea of who we appear to be and who we actually are, serving as a hinge between our abstract ideas of personhood versus the tangible details of our days.</p> <p>In other words, the things you pay attention to are what you become.</p>	<p>MOON LISTS X SONHAB REFLECTIVE ADVENT CALENDAR — \$50 USD</p> <p>SOLD OUT</p>  <p>01 02 03 04 05</p>	<p>Reinventing tradition through perception &amp; palette</p> <p>To inspire thoughtful self-reflection, conversation, and contemplation as the year concludes — a limited edition offering from Moon Lists and Sonhab. Taking cues from (while reconsidering) traditional advent calendars, the box set includes 12 handmade truffles in flavors developed specifically to pair with a booklet of prompts written for the holiday season. The box set is available exclusively for pre-order from Sonhab and Moon Lists, and is designed to be enjoyed on 12 consecutive days of your choosing this holiday season. Pre-orders will ship the first week of December 2021.</p> <p>Sonhab is a bean-to-bar chocolate company based in Sonoran Desert. All handmade chocolate is thoughtfully sourced and traced to origin, and contains no soy, refined sugar, synthetic food coloring, gluten, dairy, or fillers.</p>



# LUCCA STUDIO

UX Copy Example: Moon List Product Launch

MOON TEE  
— \$46 USD

SIZE

- Small
- Medium
- Large
- Extra Large

SOLD OUT



01

A mantra in wearable form — our limited edition tee, made in Los Angeles from 100% raw, unbleached, recycled cotton (sourced from repurposed manufacturing and industrial waste).

Cream toned with earth-hued speckles and a super-comfortable texture. Blue hand-screenprinted text on front with "Moon" and "Lists" printed on sleeves.

Note: tees run oversized!

# LUCCA STUDIO

UX Copy Example: F. Miller Product Launch

## TESTING 1, 2, 3, 4...

For a limited time only, test our 4 best-selling products in mini form — our version of a "sample sale" but with discovery top of mind. To make this test-run easy, we're offering FREE SHIPPING on all FM Minis\*.

This offer is exclusive to F. MILLER and only while supplies last.

Free shipping will automatically be added at checkout.

\*US & Canada only\*



THE BEST-SELLERS AVAILABLE IN MINI SIZES:

- ① FACE OIL
- ② CLEANSING OIL
- ③ TONING MIST
- ④ BODY OIL

SHOP · FM MINIS

# LUCCA STUDIO

UX Copy Example: Soothe App Booking

## Hair services

Whether you're looking for a trim or a whole new look, we got you. Soothe connects you with licensed cosmetologists who are trained to deliver the haircut you want, when and where you want it.

Book Now

## What is the address for your appointment?

Soothe Providers can meet you at your house, apartment, hotel room or office.

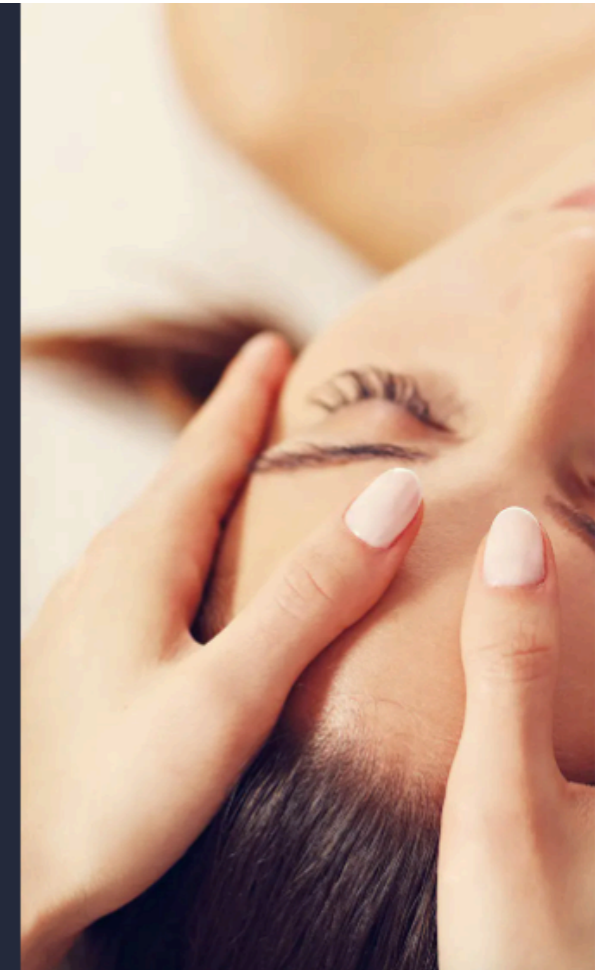
Enter your address

Search

## Wellness, delivered

Soothe connects you with top on-demand massage, skincare, hair, and beauty service professionals. Taking care of yourself has never been this easy and convenient.

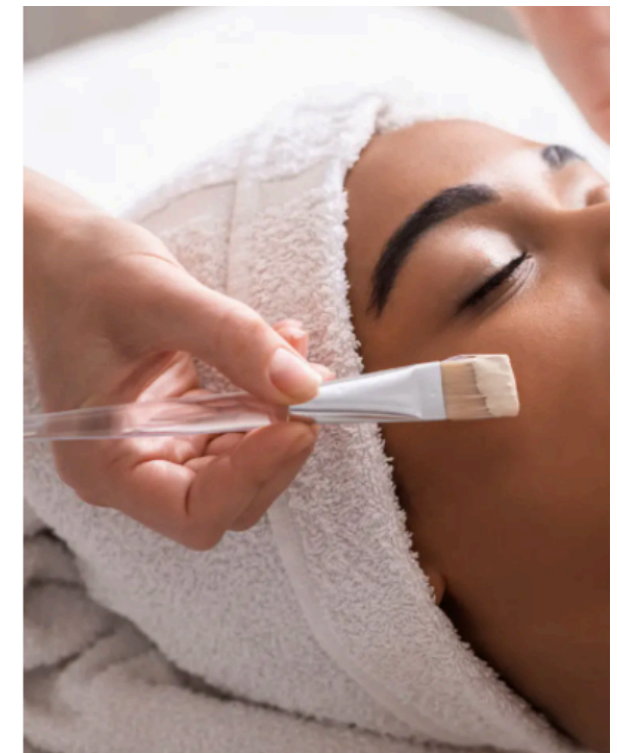
Book  
Now



## Choose the right service for you

Soothe is dedicated to bringing you the best in-home massage, beauty, and overall wellness services. With an array of options to choose from, Soothe fits into any lifestyle.

Book now



# LUCCA STUDIO

UX + Copywriting Example: Curtesae Brand Narrative



**Headline:**  
Made with you in mind.

**Subhead:**  
A fit so natural, it feels familiar.

A letter from a friend. A portrait of your childhood dog. A mixed tape that boy gave you. The quilt your mother sewed when you left home. That vase from his beginners' pottery class. The best things were made with you in mind. We believe your clothes should be made the same way.

**CTA:**  
Let's make something just for you.

## ABOUT

Curtesae creates thoughtful, made-to-measure clothing with a focus on women's suiting.

Inspired by generational tailors, small workshops, and unassuming ateliers, Curtesae is an homage to our founder's grandmother Sae, who worked as a tailor in South Korea and committed herself to the precise crafts of sewing and tailoring.

Our pieces are individually hand-tailored, created for the specific fit of the wearer. Through travel and trusted resources, we source uniquely beautiful and often rare fabrics — designing collections that age gracefully and can live on as passed-down heirlooms. We're guided by the elegance of the understated, the sustainability of true quality, and the refined detail possible only through the work of the hand.

# LUCCA STUDIO


UX Copy Example: Curtesae Product Landing

## CURTESAE



### FLAT FRONT TROUSER – OLIVE COTTON TWILL

\$625

Starting at \$57/mo with . Prequalify now

A gently tapered pant resting on the natural waist with a flat front, slant pockets and falls slightly above the ankle. This design offers a clean and simple pleatless front, as well as a more fitted silhouette than the double pleat trousers.

Each garment is designed and made for individual body shapes and measurements. We create a limited number of pieces per month.

#### Materials

100% olive cotton twill woven in Japan. Medium weight. Seams are finished with 100% cotton bias binding.

#### How it works

1. Order fabric sample cards [here](#) (optional)
2. Order your custom piece
3. Measuring Session (currently only virtual)
4. Fitting Session (currently only virtual)
5. Receive Final Garment

ADD TO CART