

WHAT'S THE FITFLOP TONE OF VOICE?

Self-aware. We know who we are.

Like a true Xennial, we've grown out of trying to sound like something we're not. We don't want to imitate Selfridges' or Jimmy Choo's tone. We know exactly who and what we are, and we're proud to sound like us – even when we collaborate with others.

For example, we wouldn't say:

'We are proud to present the Loosh™ Luxe, as seen on Vogue.com. Designed in collaboration with Michelle Stein, president of luxury fashion distributor Aeffe, and crafted with the very finest Italian leather.'

But we would say:

'We're not ones to namedrop (Vogue.com). But when a certain fashion website writes about one of our sandals, we have to show you. Meet the limited-edition Loosh™ Luxe, made with buttery soft Italian leather.'



QUICK DOS AND DON'TS

DO use commas, dashes and full stops. They allow the reader to take mental breath.

DON'T overuse exclamation marks – they're a bit insincere.

DO show a bit of personality and warmth.

DON'T forget to keep that personality consistent. Consistency builds trust.

DO keep your sentences short.

DON'T use long-winded flowery sentences. It looks time consuming and off-putting to busy people.

DO be matter-of-fact and confident about our technology.

DON'T make exaggerated claims. Intelligent people won't believe FitFlop will change their lives. But they will believe it can make life easier, more comfortable and stylish.

DO, if appropriate, use language that's relevant to Xennials. For example, in an email or on social, #trendingnow or #limitededition is fine.

DON'T use social media language that will alienate our loyalist audience. For example, #yolo or 'bae' would be a no-no.



And finally, ask yourself:

- Does the copy sound like something a real person might say?
- If you saw this subject line in your inbox, would *you* open it?
- Out of all the messages our customers receive, will this one stand out?
- Will it make sense to Xennials and our loyal, older audience?
- If you scrolled past it on your timeline, would it get your attention?
- If you had five minutes left of your lunch break, would *you* want to read it?
- Does it sound believable? Sincere?
- Does it make you want to buy the shoes, or at least, take a closer look?

(Hint: the answer should be ‘yes’ to all.)

