




Media pack

siblinc *fashion*
flawless product copy

siblinc *lifestyle*
flawless product copy



Company overview

Unlike any other copywriting agency in the world, Siblinc is a dedicated product description agency, writing for some of the world's most recognisable brands.

Working from their Perranporth office on the Cornish north coast, the Siblinc team writes product descriptions for some of the world's most luxurious, well-known brands such as Hugo Boss, Kurt Geiger, AccorHotels, Ted Baker, Prada and many more.

Siblinc started out as a traditional copywriting agency, turning out engaging and compelling copy for a whole host of client projects such as website rewrites and brochure copy. However, the rise of ecommerce (in the fashion world in particular) meant that many of our clients were coming to us on a weekly basis looking for product descriptions.

So we decided to specialise in fashion product copywriting and establish Siblinc as a world-leading agency.

Founded and managed in 2013 by two sisters, Silvia Lowe and Celia Anderson, Siblinc has grown in a relatively short space of time.

After conquering the fashion world, Silvia and Celia launched Siblinc Lifestyle, a dedicated product copywriting agency for lifestyle brands including health, beauty and hospitality.

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Our work

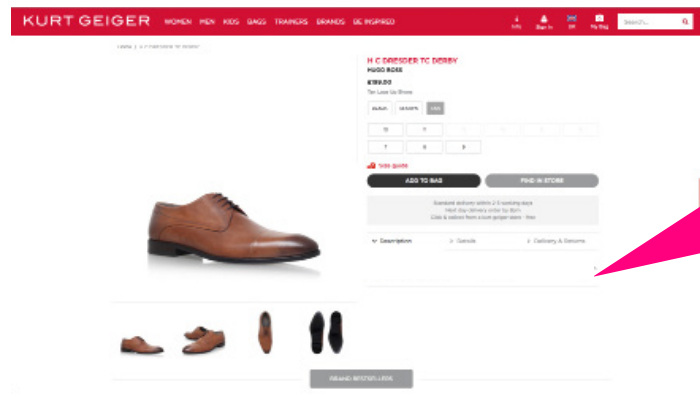
Product descriptions have the potential to increase sales and reduce costly customer returns.

In our recent survey, 79% of consumers said that they would not buy a product if there was no supporting product description.

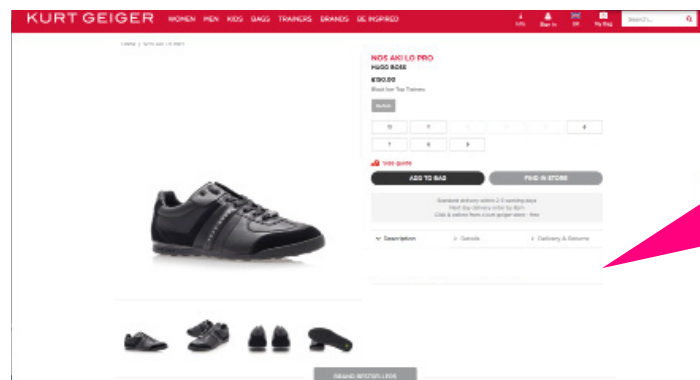
91% of consumers also indicated that a single spelling error in a product description would negatively affect their buying decision.

With the number of ecom brands rising by the day, online retailers and suppliers cannot afford to leave the all-important product description out of the online shopping formula.

Here's a quick flavour of the type of copy we create:



Fusing Italian craftsmanship with slick tan leather, Hugo Boss brings extra flair to the essential formal toecap Derby. H C-Dresser TC Derby features a four-eye lacing system and subtle tonal stitching to highlight its dapper contours.



Boost your casual collection with the designer lines of Aki Lo Pro from Hugo Boss. In a blend of premium leather and butter-soft suede, this classically sporty sneaker is finished with distinctive branding accents for unmistakable quality.

Meet the directors



Silvia Lowe

Director

With a background in marketing and project management, Silvia brings a host of skills to the Siblinc table. Responsible for all project management, Silvia handles all marketing & PR as well as managing client relationships.

An experienced singer and guitarist, Silvia plays in an acoustic duo and when she isn't tinkering with the strings, she's cruising around Cornwall in her big yellow camper with her son, Zachary.



Celia Anderson

Director

Following the arrival of her first child in 2010, Celia went out on her own as a freelance copywriter. Cutting her teeth on big-brand projects for Danone, French Connection, Honda and Next, she quickly discovered a flair for product descriptions. Celia heads up the creative side of each project, developing tone of voice guidelines and training writers.

She lives in Perranporth with her husband and two daughters. While she's not quite got the performance skills of her sister, she'll break out her ukulele for a song every now and then.

Brands

The Sibinc team writes product descriptions for some of the world's most established brands. Through their ongoing contract with Kurt Geiger, the team has crafted flawless product descriptions for fashion giants such as Prada, Gucci, UGG, Ted Baker and Ralph Lauren.

In 2016, the Sibinc team was invited to participate in an international tendering process to supply product descriptions to the global Hugo Boss brand. Following a successful and competitive pitch process, Sibinc was

awarded the contract and has worked with the Hugo Boss team ever since, visiting the brand's headquarters in Germany four times a year to view the seasonal collections.

In addition to their work in the fashion sector, the Sibinc team has also written for some of the most well-known lifestyle brands such as Novotel, Mercure and ibis, as well as smaller, boutique brands such as Atlantic Blankets, Natural Health & Beauty and Dominican Haircare.

BOSS
HUGO BOSS

PV
PAUL VALENTINE

PRADA

Mercure
HOTELS

NOVOTEL
HOTELS & RESORTS

TED BAKER

UGG
australia

KURT GEIGER

GUCCI

RALPH  LAUREN

ibis **ibis** **ibis**
HOTELS STYLES budget
HOTELS HOTELS HOTELS

Accolades

Sisters, business partners and mothers of small children, Silvia Lowe and Celia Anderson have turned the traditional 9-5 on its head and created a business to fit around school hours.

Since launching Siblinc and enjoying its success, they have shared their advice with other aspiring mums in

business in their book 'The School Run Entrepreneur'.

Having been shortlisted as semi-finalists in the Business Mother of the Year category at the 2019 Devon and Cornwall Venus Awards, these sisters are flying the flag for entrepreneurial mums across the UK.



Downloadable files

If you need any additional imagery or files, please contact Silvia Lowe:

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Team photos

[Celia Anderson - JPG](#)

Profile photo

[Silvia Lowe - JPG](#)

Profile photo

[Celia Anderson and Silvia Lowe - JPG](#)

Profile photo

Logos

Main logo:

[Siblinc logo \(dark\) - PNG](#)

[Siblinc logo \(light\) - PNG](#)


Individual brand logos:

[Siblinc Fashion logo \(dark\) - PNG](#)

[Siblinc Fashion logo \(light\) - PNG](#)

[Siblinc Lifestyle logo \(dark\) - PNG](#)

[Siblinc Lifestyle logo \(light\) - PNG](#)



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