MAISON KELSÉ

MESSAGING HOUSE

What we say, why it matters and how we prove it. Use this before writing any campaign, caption, email or product page.

THE HOUSE AT A GLANCE

BRAND PROMISE

Make every step yours.

UMBRELLA MESSAGE

Fashion-forward shoes, chosen for comfort and made to feel like a gift.

PILLAR 1

STYLE WITHIN REACH

Trend-led shapes like the tabi, at a price that lets you build a collection.

PILLAR 2

COMFORT FIRST

Every pair is chosen to be worn all day: soft leathers, flat soles, true sizing.

PILLAR 3

A GIFT EVERY TIME

Every order arrives wrapped: box, tissue, sticker and a handwritten-style thank you.

FOUNDATION: confident, warm, playful women who choose their own style.

PILLARS AND PROOF POINTS

Each pillar needs proof. Use these facts in copy so every claim is backed up.

STYLE WITHIN REACH

Proof: new drops each season; tabi flats, Mary Janes and loafers; prices shown clearly.

Say: "The look you saved, now in your size."

COMFORT FIRST

Proof: flat soles, soft leather, size guide on every product, easy exchanges.

Say: "Wear them from morning meetings to evening plans."

A GIFT EVERY TIME

Proof: branded box, tissue, Flower K sticker and thank you card in every order.

Say: "Every order arrives like a present."

KEY MESSAGES BY AUDIENCE

AUDIENCE	WHAT SHE WANTS	WHAT WE SAY
First-time buyer	To try the tabi trend safely	"Start with a classic pair. Exchanges are easy."
Loyal customer	Something new and first access	"New season is here, and you see it first."
Gift buyer	A present that feels special	"Wrapped, boxed and ready to give."
Office wearer	Smart shoes she can walk in	"Polished enough for work, soft enough for all day."
Stylist / creator	Statement pieces to style	"The pair that makes the outfit."

TAGLINES AND BOILERPLATE

APPROVED LINES

Make every step yours.

Effortless style, every day.

Pick your next favourite.

Every order arrives like a gift.

Soft where it matters, bold where it shows.

BOILERPLATE (USE AS WRITTEN)

Maison Kelsé is a contemporary fashion brand offering stylish, comfortable and versatile footwear for women who appreciate effortless style and individuality. From signature tabi flats to everyday statement shoes, every pair is chosen for comfort and arrives beautifully wrapped. Make every step yours.

MAISON



KELSÉ

Questions? Contact the Maison Kelsé brand team.