MAISON KELSÉ

WRITING STYLE GUIDE

How Maison Kelsé sounds, with rules and examples for every channel.

OUR VOICE

Personified, we are a stylish friend who knows shoes: warm, confident, a little playful and always clear.

WARM

We talk to one woman, not a crowd. Use "you".

CONFIDENT

We state, we don't beg. No "maybe" or "just".

PLAYFUL

A light wink, never a joke at her expense.

CLEAR

Short sentences. One idea at a time.

WE SAY / WE DON'T SAY

WE SAY	WE DON'T SAY
"Your new favourite pair."	"Our amazing, must-have shoes!!!"
"Soft enough for all day."	"Super comfy vibes."
"New season is here."	"HURRY!!! LIMITED STOCK!!!"
"Wrapped and ready to give."	"Perfect gift for her (or him lol)."
"Size up if you are between sizes."	"Sizes may vary, sorry."

GRAMMAR AND STYLE

NAME

Always "Maison Kelsé" with the accent. Never MK in customer copy.

CAPITALS

Sentence case for headlines. Spaced capitals only for buttons and labels.

NUMBERS

Prices as GHS 450. Sizes as EU 38.

PUNCTUATION

One exclamation mark at most per piece. No ellipses.

EMOJI

One per caption at most, such as a flower or a sparkle. Never in headlines.

SPELLING

British English: colour, favourite.

EXAMPLES

INSTAGRAM CAPTION

Soft leather, split toe, zero effort. The Wine Tabi is back in every size. Tap to shop.

PRODUCT DESCRIPTION

Our signature tabi flat in soft wine leather. A cushioned sole and true-to-size fit make it the pair you will reach for every day.

ORDER UPDATE

Your order is wrapped and on its way. We hope your new pair brings a little more joy to every step.

MAISON



KELSÉ

Questions? Contact the Maison Kelsé brand team.