

Goody summer collections for Target

Goody launched two summer hair accessory collections sold exclusively at Target. I wrote all the catalog copy for both: the bright, retro Paisleydelic line and the edgy Precious Metals line, giving each its own voice while making every headband and barrette feel like a must-have.



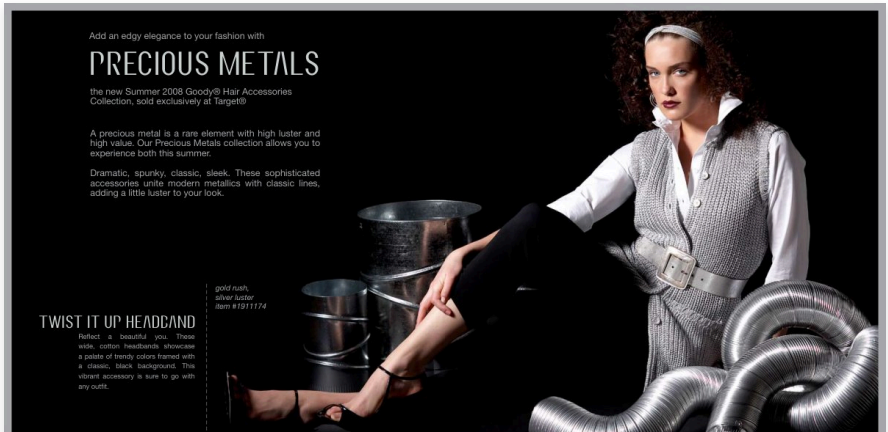
Paisleydelic: cover



Paisleydelic: "Add a hint of color."



Precious Metals: cover



Precious Metals: "Reflect a beautiful you."

What I wrote

- **Collection concepts** and intro copy
- **Lifestyle copy** that sells the look, not just the product
- **Product descriptions** for every item
- **Two distinct voices:** playful retro and edgy glam

"A little past in their present."

"Gold rush, silver luster."

"Fresh, creative, innovative, bold."