press loft

Press Release Template

1

Heading (5-10 words) include the words 'new' and 'launch' if product is new + product type + season/trend eg

- New zero-waste eye masks for Mother's Day
- Eco wooden lighting collection launched for S/S 2022

2

Intro paragraph - pad out the header with the trend, season, product description and names and any key interesting facts.
eg. vegan/sustainable/where they were made, etc and include company name

3

Insert images - cut-out and lifestyle if available.

Label with name and price. Include low-res in the release but have high-res available

4

1-2 paragraphs expanding on the products - materials, dimensions, interesting information about them.

Try to tell a story, eg. How did you come up with the idea for it? What makes it different from everything else on the market? Is there something in the production, materials or in your personal story that makes this product or your company stand out?

5

Summary of your company including a stockist website and telephone number.

6

Press contact information: name, email and phone number

7

Samples - if available

WWW.PRESSLOFT.COM