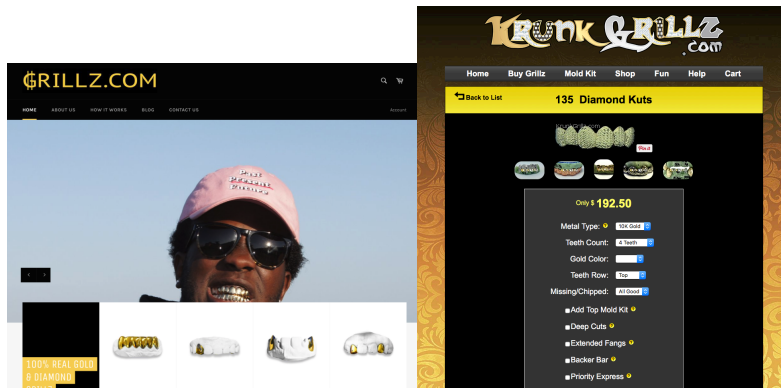


# Product Descriptions – Grills and Pendants

'Grillz'—custom-molded caps of gold worn on the teeth—are typically considered garish displays of wealth in the hip-hop community, and is associated with gangsta rap and drug dealers.



An Australian digital marketing company hired me to completely transform their products. With a launch date in less than a month, I prioritized their project and completed it in record time.

I took products that are typically associated with violence and aggression and elevated them, transforming them into upscale luxury jewelry. These are the product descriptions that I wrote. My client was ecstatic with the copywriting I did for them.

— Back

## DES LETTRES



TEETH ROW

GOLD COLOUR

- ▾

- ▾

KARAT

IMPRESSION

- ▾

- ▾

Speak volumes without saying a word. Up to eight letters, expertly crafted with precious metal to make a bold statement using the single word you live by. Include your letter choices in notes upon checkout. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## CLASSIC



TEETH ROW

GOLD COLOUR

- ▾

- ▾

KARAT

IMPRESSION

- ▾

- ▾

Sleek and immutable. With seamless workmanship, the design is distinct yet timeless and classic. This grill speaks as quietly or as loudly as you do. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## DES LETTRES



TEETH ROW

GOLD COLOUR

- ▾

- ▾

KARAT

IMPRESSION

- ▾

- ▾

Speak volumes without saying a word. Up to eight letters, expertly crafted with precious metal to make a bold statement using the single word you live by. Include your letter choices in notes upon checkout. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## BRIDGE



GOLD COLOUR

KARAT

- ▾

- ▾

IMPRESSION

- ▾

Crafted exclusively for the bottom teeth row. A minimalist grill with a hushed design, Bridge turns your smile into a secret whose glancing gleam glides off a discreet line of the precious metal of your choosing. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## HALO



TEETH ROW

- ▾

GOLD COLOUR

- ▾

KARAT

- ▾

IMPRESSION

- ▾

A tad rakish and dressed to the teeth. Designed to accentuate your teeth with a modern display of precious metal, Halo underscores the vibes you put out. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## DEUX



TEETH ROW

- ▾

GOLD COLOUR

- ▾

KARAT

- ▾

IMPRESSION

- ▾

A reserved piece of careful composition, the discerning design allows it both discretion and a lustrous gleam. With smooth contours, Deux speaks for itself. Quietly. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## GLACÉ



TEETH ROW

GOLD COLOUR

-

-

KARAT

IMPRESSION

-

-

DIAMOND QUALITY

-

A gleaming grill in superior style. With hand-set diamonds of flawless dignity, Glacé stamps an unmistakable impression with consummate luxury. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## LINE



TEETH ROW

GOLD COLOUR

-

-

KARAT

IMPRESSION

-

-

An ultra-fine piece with the subtlest of displays, Line is a masterful stroke of restraint. Seated in the gap between two teeth, the precious metal gleams discreetly. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

## GRAVÉ



TEETH ROW

- ▾

GOLD COLOUR

- ▾

KARAT

- ▾

IMPRESSION

- ▾

Put your mark of distinction on a timeless classic. This grill is expertly engraved with your own inimitable design, making this creation undeniably yours. *Solid gold, handcrafted and finished.*

ADD TO BAG

[SHIPPING INFO](#) | [RETURNS POLICY](#) | [GRILLZ PROCESS](#)

— Back

## DIAMANT



TEETH ROW

- ▾

GOLD COLOUR

- ▾

KARAT

- ▾

IMPRESSION

- ▾

A grill of vauntingly vigorous design. Cut by hand, the precious metal in Diamant is precision-carved to evoke the sharp and glimmering edge of diamonds. *Solid gold, handcrafted and finished.*

ADD TO BAG

[SHIPPING INFO](#) | [RETURNS POLICY](#) | [GRILLZ PROCESS](#)

— Back

### DRIP



TEETH ROW

- ▾

GOLD COLOUR

- ▾

KARAT

- ▾

IMPRESSION

- ▾

Eccentric and offbeat. With an outré aura demanding a second look, this grill features an abundant flow of luxurious precious metal seeping out from within. *Solid gold, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | GRILLZ PROCESS

— Back

### MEDUSÉ



PENDANT SIZE

- ▾

GOLD COLOUR

- ▾

GOLD QUALITY

- ▾

CHAIN LENGTH

- ▾

CHAIN STYLE

- ▾

Turn onlookers into stone. The head of Medusa features a nest of venomous snakes sweeping from her head. Each scale and twist of the braid is rendered in phenomenal detail. *Solid gold, hand-sculpted, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | SIZE GUIDE

### FORTUNA

— Back



PENDANT SIZE -	GOLD COLOUR -
GOLD QUALITY -	CHAIN LENGTH -
CHAIN STYLE -	

An emblem of blind luck and random fortune. This pendant features the blindfolded Lady Fortuna, with gentle waves of flowing hair and bountiful handfuls of gold held at her chest. *Solid gold, hand-sculpted, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | SIZE GUIDE

### REQUEST

— Back



PENDANT SIZE -	GOLD COLOUR -
GOLD QUALITY -	CHAIN LENGTH -
CHAIN STYLE -	

Expertly crafted with exceptional detail, this pendant portrays the time-honored skyward hands of prayer, asking for a helping hand from the heavens above. *Solid gold, hand-sculpted, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | SIZE GUIDE



— Back

### ANY MEANS



PENDANT SIZE -	GOLD COLOUR -
GOLD QUALITY -	CHAIN LENGTH -
CHAIN STYLE -	

Success is never granted, only taken. A strong, closed fist is rendered with subtle textures contrast that smooth yet distinct lines in this finely crafted pendant. *Solid gold, hand-sculpted, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | SIZE GUIDE

— Back

### THE CARTER



PENDANT SIZE -	GOLD COLOUR -
GOLD QUALITY -	CHAIN LENGTH -
CHAIN STYLE -	

The celebrated Ace champagne bottle is the centerpiece. Emblematic of the cosmopolitan nightlife, this pendant is worthy of wear in any place worth going to. *Solid gold, hand-sculpted, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | SIZE GUIDE

— Back

## BUMP KEY

GOLD QUALITY

CHAIN LENGTH



Unlock confidence. This precious metal pendant features clean and iconic design that's combined with a scoop crafted with precision—no more guesswork. *Solid gold, hand-sculpted, handcrafted and finished.*

ADD TO BAG

SHIPPING INFO | RETURNS POLICY | SIZE GUIDE