

Lane Crawford

Position : Fashion and Lifestyle Writer (Freelance)
Reports to : Senior Copywriter
Division/Dept : Digital / Studio (HK)

“To Own the Global Asian Luxury Customer”

Job Purpose:

“To be responsible for producing English product copies across product offerings, ensuring editorial, commercial and informative balance whilst describing all upload products in an accurate and reliable manner in clear and concise English that represent the Lane Crawford’s tone of voice and aesthetics”.

Key Accountabilities:

In addition to following Lane Crawford’s policies and procedures, key accountabilities include, but are not limited to:

Product Copywriting

- To produce clear and concise product copies for daily uploads
- To demonstrate strong fashion/brand knowledge, as well as key trends for each season
- To deliver detailed and accurate product information
- To maintain Lane Crawford tone of voice
- To ensure information accuracy
- To complete product copies in a timely manner
- To research and include relevant product details
- To write with fashion jargons and stylistics

Company Culture and Values

- To fully engage and live by the Lane Crawford Vision, Passion, Learning and Collaboration (PLC) Values, Leadership Code and deliver our Customer Service Promise at all times

Lane Crawford

- To build collaborative working relationships with your colleagues to ensure the achievement of the Company Business Plan, your department and individual objectives
- To reinforce Lane Crawford Heritage, Brand DNA and culture - through storytelling and sharing successes at every opportunity

Requirements

- Degree holder in Translation, English Language & Literature, or other related disciplines
- Excellent writing, editing, communication and organisation skills.
- Good knowledge about fashion/design industry and/or textile
- Great attention to details
- Fluent in spoken Cantonese, Mandarin and English

Applications

- Please send your application to Keisha Ho (keishaho@lanecrawford.com) and Cecilia Mak (ceciliamak@lanecrawford.com)