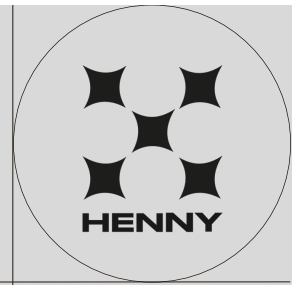


HENNY INSTAGRAM



LIGNE EDITORIAL

<i>principal objective</i>	Boost image / showcase products on @hennyclo
<i>communication tone</i>	<p>The communication tone for Henny is unique, blending streetwear's boldness with the authenticity of a music artist. It embodies a blend of ambition, luxury, and genuine connection, reflecting a journey from grassroots to fame.</p> <p>This tone is not just seen but felt, through raw, unfiltered dialogue and vibrant visuals that capture the essence of the brand. Henny speaks directly to its audience, creating a sense of community and belonging, all while setting trends and influencing culture with its innovative designs and artistic approach.</p>
<i>Tutoiement or vouvoiement?</i>	Henny uses " tu " because we strive to build a community of fans that feel like family.
<i>Writing style on your platform</i>	<p>Use correct grammar, capital letters are used to start a sentence, and period is always at the end of the sentence (unless there is a use of an emoji at the end of the word).</p> <p>Fonts used in our content is either "strechpro" or "helvetica".</p>
<i>Recurring themes in posts</i>	<p>Henny, the clothing brand, is presented as a music artist.</p> <p>On our page, we will post "albums" & "singles" (collections & pieces), "world tours" (pop up stores), and clips (montages).</p> <p>POST: carousels that display images from photoshoots or product images.</p> <p>REELS: montage videos of teasers, lookbooks, behind the scenes, etc.</p> <p>STORY: We repost our content & tagged posts fro fans, influencers, & celebs.</p>
<i>Posting frequency & optimal timing</i>	Our goal for launching Henny on Instagram is to post 3 times a week , focusing on high-quality content . Our strategy includes posting twice during the week and once over the weekend, avoiding Mondays and Fridays as they are typically low-engagement days concluding the weekend.

Emojis

There is no principal emojis for Henny.

Henny can use emojis if the emoji is appropriate for the content, however **NEVER** use emojis with negative connotations.

Hashtags

#henny #Henny #HENNY #PFW #popupstore