

Rachel Velebny

WRITING PORTFOLIO

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INTRODUCTION

Rachel Velebny is a thoughtful and creative writer, specialising in compelling fashion copywriting and insightful business journalism.

This curated selection highlights her work with long-term clients. For her complete portfolio, visit her [website](#).

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COPYWRITING

Rachel began freelance fashion copywriting in 2019. Her primary clients were a fashion production company called INTERNATIONAL Fashion Weeks and its branding wing BeMedia Global, and a men's streetwear brand called Purewhite, which has since rebranded as Pure Path.

For a sample of her work for INTERNATIONAL Fashion Weeks, visit her website.

For Purewhite, Rachel wrote copy for press releases, email campaigns, social media, and over 80 unique product descriptions for each seasonal collection.

She worked with the product and marketing teams to ensure the SEO-optimised copy blended strategy and storytelling to deliver effective content that resonated with the target audience and further established the brand's online presence.

This is a selection of her work for Purewhite, for more visit her website.

Instagram, 2023



Liked by **xvansharky** and **others**

purewhite.official Our Spring Summer 2023 collection, Reminiscence of Bliss, has arrived with fresh styles to wear now while you fantasise about your next best holiday. We've got graphic hoodies and sweaters, thick cotton shirts, versatile jackets and vests. In relaxed, sea-side shades of blue and taupe.

#purewhite #purewhitedenim #spring #summer
#reminiscenceofbliss #holiday #luxury #menstyle #menswear
#collection

View all 3 comments

1 day ago

Email marketing, 2021



DROP 3 OF THE POST-APOCALYPTIC SURVIVALIST

We designed this drop to renew your wardrobe and recharge your determination, so you can survive the bitter end of winter.

We have thick knit sweaters, mocknecks with half-zips, textured turtlenecks, checked wool shirts, and classic hoodies. Details like cargo pockets and logo graphics give this drop a dynamic and modern vibe.

GET YOURS



Combining the colour themes from drops one and two, these new styles fit right alongside your other apocalypse-tested gear. And later, when you're relaxing somewhere sunny and carefree, you'll have your own Purewhite capsule collection as proof you survived.



LinkedIn, 2023

Purewhite
307 followers
4d

Redefine what it means to be a self-made man with our Fall / Winter '23 collection, L'Homme Nouveau.

The new man leads a purposeful lifestyle, free from restrictions, seeking out simplicity and luxury. Balancing work and leisure, the hustle of the city and the quiet of nature. This collection has the perfect streetwear-inspired pieces and smart put-together styles to match this dynamic lifestyle, combining classic and contemporary elements with fitted and oversized silhouettes.

Play with proportions and experiment with layers, in earthy neutral shades and on-trend deep purple and burgundy. Elevate your look with minimalist knits or go for a relaxed vibe with nature-based graphic tees and hoodies. Whatever balance suits your modern lifestyle, this collection features fits and styles that can help you achieve it.

Now live on www.purewhite.nl

#purewhite #purewhitedenim #fall #winter #lhomme nouveau #simplicity #luxury #menstyle #menswear #collection

0:02 / 1:00

8

Like Comment

JOURNALISM

Rachel started working as a freelance journalist in 2019 with *Startup Guide*, an international business publication promoting startup ecosystems around the world, and in 2021 she wrote financial news and analysis for *AIM Group Business Intelligence*, covering the global classified marketplace sector.

For a sample of her work for *AIM Group Business Intelligence*, visit her [website](#).

Rachel worked with *Startup Guide* on over ten guidebooks, writing an average of 7 - 10 articles per book, covering startup ecosystems and entrepreneurial success stories. For each piece Rachel conducted in-depth interviews with founders, investors, and industry experts, producing well-researched and engaging content for a global professional audience.

For a list of location-specific books she contributed to, and to read some of her pieces that have been published online, visit her [website](#).

This is a small selection of articles from the guidebooks:

from Startup Guide Germany



Hej Organic

ELEVATOR PITCH

"We are committed to helping consumers accelerate their transition to sustainable self-care products by using vegan, sustainably-sourced ingredients in modern packaging. We are the first lifestyle-oriented organic cosmetic brand."

SECTOR cosmetics

WEB hejorganic.com

MILESTONES

- Getting an exclusive deal with the biggest perfumery in Europe in 2017.
- Seeing someone in a shop pick up a Hej Organic product and buy it.
- Being approached by Germany's biggest drugstore.
- Being featured in *Harpers Bazaar* in 2020.

In 2015 Laura Rath, the cofounder and managing director of Hej Organic, saw the natural cosmetic market growing and legacy brands gaining in popularity. However, she saw a gap for a modern lifestyle brand with the same organic ethos – one in aesthetically pleasing packaging that consumers would want to display. Laura and her father-in-law, who had experience in the organic cosmetics sector, started Hej Organic in 2016 to fill that gap. The company's products are NATRUE-certified and organic, climate neutral and made with ingredients sourced from farms or cooperatives where the people harvesting and transforming the raw materials are paid fairly. The founders wanted to make sustainable skincare accessible. "You can only manage that if you reach a lot of people," says Laura. "Neither of us came from ecommerce, so to introduce the company to the most people possible we pitched our first skincare line to a well-known perfumery." The range was picked up for these stores, which led to other retailers taking an interest, including the biggest German drugstore chain.



For the first four years, Laura and her father-in-law bootstrapped the company, which was challenging when working with large orders for major retailers. In 2020, they acquired their first investor. Hej Organic has always had English-language labeling in keeping with its long-term goal to grow beyond Germany, and the company now has concrete plans to expand into more shops in Europe.



TEAM

Hej Organic's founders have naturally fostered a family environment with their small team, and they include the extended network who helped launch the company in this family. When hiring new team members, they look for individuals who are confident, ready for new experiences, willing to develop themselves and the company and who have an emotional connection to sustainability. The team has a flexible work-from-home policy, but often meets in person to discuss ideas, test new products and feel connected as a team.



from Startup Guide Lagos

[Name] **LoftyInc**

[Elevator Pitch] *"We are an innovation-development company operating an accelerator and fund manager, focused on assisting West African entrepreneurs with access to funding, training and opportunities. Our goal is to create jobs, improve lives and promote the dignity of Africans."*

[Sector] **Sector-agnostic**

[Description] LoftyInc, founded in 2009 by Michael Oluwagbemi and Oluwale Odetayo, is a value-chain innovation-development company committed to building local business networks of innovators. "We wanted to find those founders with good ideas and support them through our network with hands-on mentoring and impact funding, to help them solve those big problems for the continent," says partner and investment principal Idris Ayodeji Bello. In 2010, Idris and Damilola Agboola joined the team and together they launched their first investment vehicle, the Wenvovation Hub. Its aim was to help entrepreneurs build startups by providing advisory support in addition to grants and pre-seed funding. Wenvovation has since grown to include three other locations in Nigeria: Abuja, Ibadan and Kaduna.

By 2012, the partners noticed that seed funding was not available to startups coming out of Wenvovation Hub, so they created the Lagos Angel Network and the Afropreneurs Angel Group to invest in startups with proven ideas that need funding to carry out proof of concept testing. In 2017, along with their longtime advisor and serial investor Marsha Wulff, they added another subsidiary, LoftyInc Capital Management, a formal venture capital fund capable of committing to larger ticket sizes and follow-on investments of \$50,000–\$250,000. LoftyInc's highest investment to date was \$250,000 in Flutterwave, a digital payment platform, and its goal is to provide up to \$3 million in follow-on investment for a single startup.

LoftyInc is sector-agnostic but focused on areas that are fundamental to West African society: healthcare, education and agriculture. Beyond this, it wants to build lifetime partnerships with its startups. One example of a lasting relationship is with Andela, an edtech startup that has grown into a global talent-matching platform. LoftyInc invested in the founding team several times. "We are investing in the founders, especially at the early stage when success is primarily about people," says Idris.

[Apply to] invest@loftyincld.biz

[Links] Web: loftyincld.biz [LinkedIn: company/loftyinc-allied-partners-limited](#)
[Facebook: loftyinc](#) [Instagram: _loftyinc_](#) [Twitter: @_LoftyInc_](#)

LoftyInc

investors



- **Have a multifunctional team with at least one technical cofounder.**
Preference is given to cross-functional teams of two or three founders with at least one technical cofounder.
- **Have an MVP.**
You need to have a functional prototype or product already being used by customers.
- **Your product solves a clear problem.**
It is important that your solution solves a clear problem for a specific target customer. You should be able to explain this without buzzwords.
- **Have a capital-efficient business with a clear revenue model.**
You should have a clear and realistic revenue model and keep your spending low, especially if revenue isn't ticking upwards rapidly.
- **Identify large markets with validated demand.**
It's impossible to build a scalable company in a small market that isn't growing. It's also important that the identified market needs the solution you are building.



Impact HUB Tokyo

Impact HUB Tokyo is a community with coworking space for entrepreneurs and startups who want to question current paradigms and take action to effect change. "People with different ideas, businesses and solutions shape the community together," says Yuko Mishio, a community builder at IHT. Community builders are a feature of IHT as they communicate with members daily in order to understand their struggles and needs. Based on what they learn, they propose, organize and host various events for members; for example, workshops on refocusing or polishing their business model, or practicing pitches with feedback from the community. They also host bigger events like FuckUp Nights Tokyo, a global movement breaking away from the stigmas surrounding failure, where entrepreneurs share lessons learned from business failures.

ADDRESS 1st Floor, Insatsu Kojo 2-11-3, Meguro, Meguro-ku, Tokyo 153-0063
OPENING HOURS Mon-Fri: 9 AM-10 PM; Sat, Sun, and holidays: 10 AM-8 PM. Those with an unlimited membership, fixed desk or private office have access 24/7.
USP Located in a calmer part of the city with local cafes and restaurants and a river with cherry blossom trees alongside.
PRICE RANGE Visit the website for more details about membership fees.
WEB en.hubtokyo.com

Ryozan Park

The Takezawa family, who have lived in Sugamo for more than a century, founded Ryozan Park in 2012 as a share house, but the community quickly grew to meet its members' needs to include coworking offices, event spaces and a preschool. "It made sense to build the community here since it really is a family project," says Rachel Ferguson, co-owner. Ryozan Park attracts companies that appreciate the family-oriented, quieter, more traditional corner of Tokyo. "It has its own pull for people looking for the unique combination of services we offer: integrated accommodation, coworking and childcare," says Rachel. Members can access all three coworking spaces (ANNEX, LOUNGE and CORE) as well as the rooftop garden and tatami kitchen in Otsuka, and the gym and shower facilities in Sugamo.



ADDRESS Sugamo, 1-7-6, Toshima-ku, Tokyo 170-0002
OPENING HOURS Reception: Mon-Fri, 10 AM-4 PM; Members spaces: 6 AM-12 AM.
USP A complex spread across four buildings, including three coworking spaces, shared living and a preschool. Parents who enroll their child in the school can use the CORE coworking space in that same building for free.
PRICE RANGE Full membership is ¥15,000 per month, part-time membership is ¥10,000 per month (not including tax).
WEB ryozanpark.com/en

BIOGRAPHY

Rachel Velebny is a thoughtful and creative writer, specialising in compelling fashion copywriting and insightful business journalism.

Originally from the United States, Rachel has been living in Europe since 2009. She obtained her Bachelor's of Science in political science from the University of Idaho, and her Master's of Art in fashion journalism from Manchester Metropolitan University.

In addition to her professional work, Rachel is also a published poet and she writes a (mostly) weekly Substack newsletter about literature, personal style, and her life as a long-term expat.

When not engaging with the written word, her hobbies include long city walks and nature hikes, listening to podcasts, practicing yoga, and curating a second-hand wardrobe through buying and selling items on resale apps.

Rachel's current location is Berlin, Germany, and before that (in reverse chronological order): Barcelona, Amsterdam, Manchester, Prague, and Idaho.

