

ENVELOPE WALLET

LAUNCH TOOL KIT

PRODUCT STORY

The Envelope Wallet is where timeless design meets everyday practicality. Its soft, tactile silhouette transforms the familiar comfort of a traditional wallet into a compact, considered form, designed to carry what matters most, cards, cash, receipts, and small essentials, close at hand.

Crafted from Secrid's signature leathers (Vintage, Original, and Pebble) the Envelope Wallet brings a balance of elegance and ease to daily life. From the subtle sophistication of Black, Brown, and Latte, to the gentle warmth of Ballet and Cappuccino, and the modern freshness of Ice Blue and Butter Yellow, each colour plays a role in shaping a story.

Thoughtfully designed down to the smallest detail, the Envelope Wallet features clean lines, discreet buttons, and a matching Cardprotector for quick, secure access. Compact yet structured, it fits naturally into purses and pockets, giving clarity of form, function, and purpose without ever feeling technical.



PRODUCT DETAILS

USP's - VINTAGE

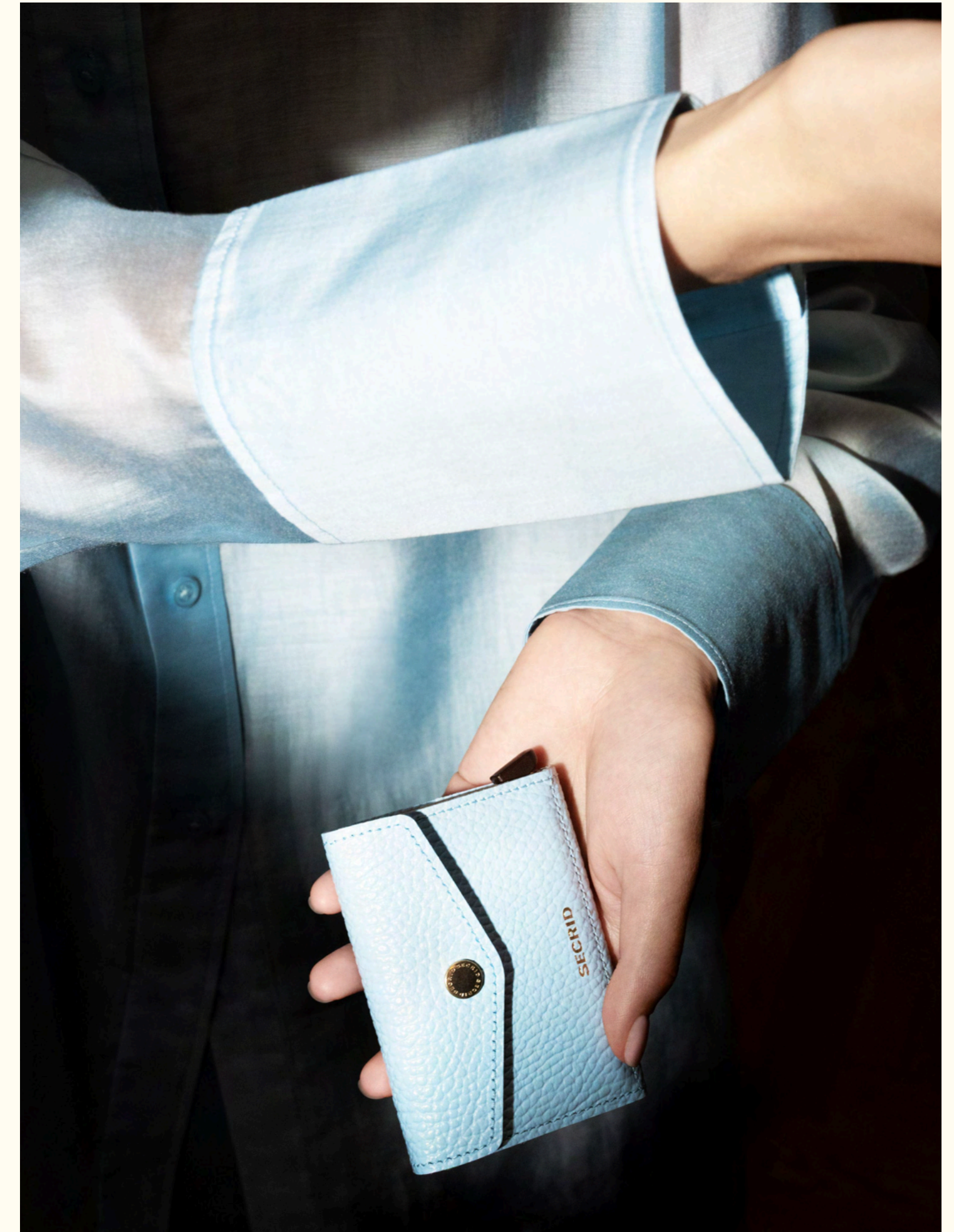
- Compact bifold design with room for cards, cash, and receipts
- Integrated Cardprotector for quick, secure access to cards
- Classic V1 gunmetal button closure
- Available in two timeless shades: Black and Brown
- Leather: Aniline dyed, finished with wax, tumbled in the drum for a stonewashed look
- Tannery based in The Netherlands: LWG certified
- Assembled in a sheltered workplace in the Netherlands

USP's - ORIGINAL

- Compact & spacious – Holds cards, coins, cash, and small essentials without bulk
- Refined envelope design – Soft silhouette fits effortlessly into any small purse
- Original Cardprotector – Quick, secure access to up to six cards
- Made in Europe – Tannery based in Italy, LWG certified
- Assembled in a sheltered workplace in the Netherlands
- Inspired by gelato colours with a soft sheen.

USP's - PEBBLE

- Compact & spacious – Holds cards, coins, cash, and small essentials without bulk
- Refined envelope design – Soft silhouette fits effortlessly into any small purse
- Original Cardprotector – Quick, secure access to up to six cards
- Premium leather – Embossed with Pebble grain texture for a soft, tactile finish
- Made in Europe – Tannery based in Italy, LWG certified
- Assembled in a sheltered workplace in the Netherlands



AVAILABLE STYLES AND COLOURS

ENVELOPE WALLET VINTAGE



Black

Cognac

Chocolate

ENVELOPE WALLET ORIGINAL



Latte

Ballet

Black

ENVELOPE WALLET PEBBLE



Ice Blue

Cappuccino

Butter-Yellow

DIGITAL ASSETS

We've put together materials to support your sales team online. This includes product images, lifestyle images, and renders.

You can find them [here](#).

EXAMPLE POSTS

ORIGINAL



Refined simplicity in every detail.

The Secrid Envelope Wallet Original combines smooth leather, a clean silhouette, and subtle colours for a wallet that’s practical, elegant, and quietly expressive. Made for the essentials you carry every day.

Now available on our website.

#Secrid #Pocketwear
#PocketSizedEvolution

VINTAGE



A wallet that works as hard as you do.

The Secrid Envelope Wallet features classic leather, a compact design, and room for all your essentials. Carry it, and carry your story.

Check out the new Secrid Envelope Wallet in our store.

#Secrid #Pocketwear
#PocketSizedEvolution

PEBBLE



Soft leather, effortless style.

From coffee runs to weekend adventures, your cards, coins, and little essentials stay close, always within reach with the Secrid Envelope Wallet.

Now available in our store.

#Secrid #Pocketwear
#PocketSizedEvolution

GENERAL



New in our store: the Secrid Envelope Wallets.

Compact, soft, and thoughtfully crafted, the Envelope Wallet keeps your cards, cash, and little essentials close.

What is your favourite colour?

#Secrid #Pocketwear
#PocketSizedEvolution

GENERAL TIPS & TRICKS FOR CAPTIONS

1. Use a strong hook.

Open with a line that feels human and reflective rather than overly promotional. Introduce the product naturally, focusing on how it fits into everyday life instead of making a loud announcement.

Examples:

- Meet your new everyday essential.
- Some products are made to be carried daily.
- New in our store:...

2. Use hashtags strategically

Include 3-5 well-chosen hashtags to boost visibility without triggering spam filters on platforms. Use a mix of brand, product, and seasonal hashtags.

#Secrid #Pocketwear #PocketSizedEvolution

3. Include a clear Call-To-Action

Guide your audience toward a simple next step:

- Discover the Envelope Wallet.
- Find your everyday essential in our store
- What colour would you choose?

4. Focus on everyday value

Highlight how the product integrates into daily routines and supports real moments: commuting, travelling, working, or unwinding. Emphasise usefulness, reliability, and how it becomes part of someone's day over time.

5. Highlight product benefits clearly

Anchor features in real-life scenarios:

- Compact enough to carry everywhere
- Durable by design
- Crafted from high-quality materials
- Made for practical, everyday use over years
- Designed to move with you