

FLEXWALLET

MEDIAKIT

PRODUCT STORY

The Flexwallet is made for those who experiment with how they carry. Built around Secrid's original Cardprotector, it adds a flexible Powernet sleeve that stretches to fit the small essentials you don't always plan for, but always want close.

Cards stay protected, while coins, bills, keys, or earplugs find their place in a wallet that remains remarkably thin. The textile construction introduces a new kind of freedom to Secrid's collection, one that bends, adapts, and moves with you.

Designed with care, made in Europe, and shaped by new materials and new ways of thinking, the Flexwallet is a deliberate shift in everyday carry.



PRODUCT DETAILS

USP's

- More than cards: The Powernet around the Cardprotector creates extra space for small essentials such as coins, keys, or earplugs, organised and within reach
- Ultra-thin and flexible by design: A lightweight wallet that adapts to what you carry, without adding bulk.
- Built around the original Cardprotector: Holds up to six cards with RFID protection and effortless lever access.
- Carry pocket-sized: Designed to disappear into your pocket while keeping everything secure.
- Made in Europe: Produced responsibly, with stitching shared between Portugal and the Netherlands.

EXTRA DETAILS

- Powernet produced in Belgium.
- Stitched by Fabriek Fris, a social workshop in The Netherlands
- Clean sleeve by washing at 30 degrees max



AVAILABLE COLOURS



Teal

Orange

Kelp

Black

Mauve

EXAMPLE POSTS

FOR HER



Light, flexible, and made to move with you.

The Secrid Flexwallet keeps your cards protected while leaving room for life’s small essentials, from keys to hair ties. Designed in Europe and crafted to adapt, it’s a thoughtful companion for wherever the day takes you

Now available in our store.

#Secrid #Pocketwear #PocketSizedEvolution

FOR HIM



Built to move the way you do.

The Flexwallet pairs Secrid’s original Cardprotector with a flexible Powernet sleeve for coins, keys, or whatever the day brings.

Ultra-thin, pocket-sized, and made in Europe: a smarter way to carry, without the bulk.

Check out the new Flexwallet in our store.

#Secrid #Pocketwear #PocketSizedEvolution

GENERAL



Meet the Flexwallet.

Built around Secrid’s original Cardprotector, finished with a flexible Powernet sleeve for the essentials you don’t always plan for. Ultra-thin, effortlessly organised, and made in Europe.

Freedom, redefined in your pocket

Now available in our store.

#Secrid #Pocketwear #PocketSizedEvolution

GENERAL



New in our store: the Secrid Flexwallet.

Ultra-thin, flexible, and built around Secrid’s original Cardprotector. From cards to coins and small essentials, everything finds its place in a wallet designed to move with you. Made in Europe. Ready for everyday carry.

What is your favourite colour?

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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.
- Designed for real life, not just launch day.

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.

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3. Include a clear Call-To-Action

Guide your audience toward a simple next step:

- Discover the new collection
- 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