

VALENTINE'S DAY

MEDIA KIT

CAMPAIGN OVERVIEW

CAMPAIGN STORY

This Valentine's Day, Secrid turns away from spectacle and celebrates what truly lasts: **everyday love**. The small, human gestures that quietly shape our relationships, not just once a year, but day after day.

At the heart of the campaign lies a simple truth: love is the greatness in the small. Real connection lives in subtle moments: a shared routine, a thoughtful choice, something carried close and used with intention.

Everyday love isn't limited to romantic relationships. It's found in the care for friends, family, yourself, and the world around you. It's present in how we show up for others, and in the objects we choose to live with, intimate, tactile, and made to last.

Just like Secrid's wallets, love is built through attention, craftsmanship, and respect for people and planet. Quiet by nature, but meaningful by design.



FOCUS PRODUCTS



Bandwallet Original
Ballet



Miniwallet+ Naplak Red



Miniwallet Original
Cranberry



Miniwallet Original
Chocolate



Cardprotector+ Fluted
Cashmere

FOR HER



Bandwallet Matte
Grey-Grey



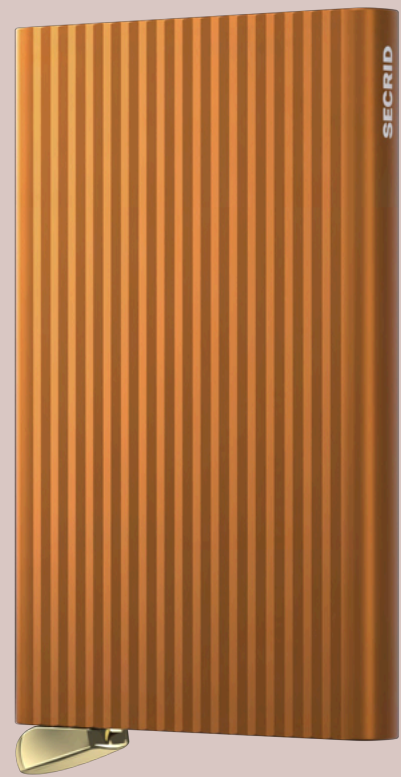
Miniwallet+ Basco Brown



Miniwallet Matte Truffle-
Orange



Miniwallet Vintage Oak



Cardprotector+ Fluted
Orange

FOR HIM

EXAMPLE POSTS - GENERAL

FOR HER



Love lives in the small things 🧡.

This Valentine’s day, give a gift she’ll carry every day. Compact, elegant, and made to be loved for years. Not just for partners, but for the women who make life brighter: girl friends, family, or even yourself.

Discover Valentine’s gifts made to last.

#Secrid #EverydayLove #ValentinesDay
#GiftsForHer

FOR HIM



It’s the little things that count ⚡.

This Valentine’s day, give a gift he’ll actually use: slim, stylish, and built to last. For the men who value quality, design, and the everyday moments that matter.

Find Valentine’s gifts that go beyond the ordinary.

#Secrid #EverydayLove #ValentinesDay
#GiftsForHim

FOR HER



It’s the little things that make her heart smile. 🧡

This Valentine’s, give a gift she’ll treasure every day, thoughtful, elegant, and made to be loved for years. A wallet she can carry close, a small gesture that says: I care.

Make this Valentine’s one she’ll remember.

#Secrid #EverydayLove
#ValentinesDay #GiftsForHer

FOR HIM



For the moments that matter, every day.

This Valentine’s day, give him a gift that fits his rhythm. Refined, compact, and thoughtfully designed for life on the move. A wallet that carries more than essentials; it carries intention, quality, and care.

Discover our Valentine’s gifts in the store.

#Secrid #EverydayLove #ValentinesDay
#GiftsForHim

EXAMPLE POSTS - PRODUCT FOCUSED

FOR HER



This Valentine’s Day, give a gift she’ll carry every day.

The Secrid Miniwallet Original Ballet is the perfect gift for the women who find beauty in the small details.

Soft in colour, strong in purpose. Elegant like a ballerina, made to last like the moments that matter most.

Because love isn’t loud. It’s in what we hold close, day after day.

Now available in our store.

#Secrid #EverydayLove #ValentinesDay
#GiftsForHer

FOR HIM



This Valentine’s Day, give a gift he’ll carry every day.

The Secrid Bandwallet Grey-Grey is the perfect gift for the men who move with purpose, explore freely, and find joy in the journey. For creative minds, outdoor spirits, and everyday adventurers.

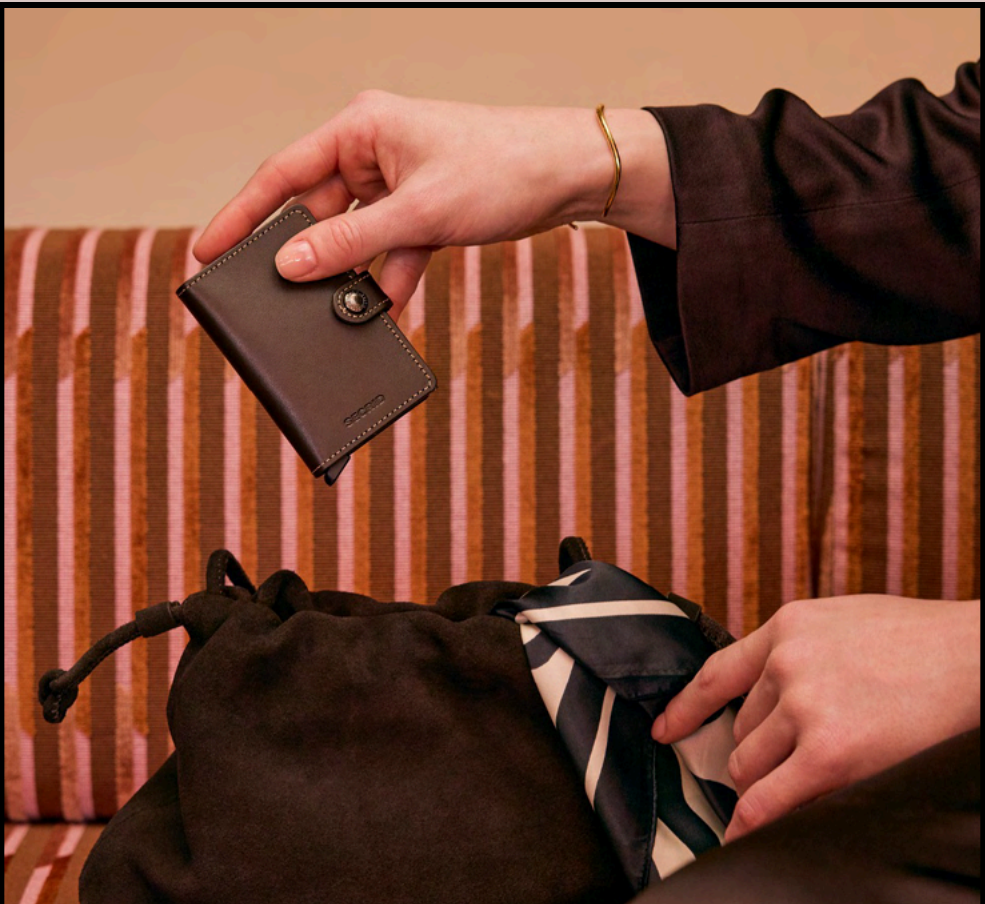
Durable by design, confident in character. Made to withstand the seasons and keep what matters close, wherever life takes him.

Because love isn’t loud. It lives in trusted essentials, shared paths, and the freedom to move forward, day after day.

Now available in our store.

#Secrid #EverydayLove #ValentinesDay
#GiftsForHim

FOR HER



Looking for the perfect Valentine’s gift for her?

The Secrid Miniwallet Original Chocolate is made for women who lead with style, move with purpose, and know the power of timeless design. Secrid’s most iconic wallet in a rich chocolate brown, that pairs effortlessly with every look.

Compact in size, generous in storage. Designed to fit every pocket or bag, and every part of her day.

Because love isn’t loud. It lives in thoughtful details, confident choices, and the pieces she reaches for, day after day.

Find the Miniwallet Original Brown in our store.

#Secrid #EverydayLove #ValentinesDay #GiftsForHer

FOR HIM



Valentine’s gifts don’t have to be big or loud, give something he can always carry with him.

The Secrid Miniwallet+ Basco Brown is made for men who value quiet confidence and timeless craftsmanship. Italian leather tanned with plant-based dyes, deep rich tones, and a sleek gunmetal closure, refined details designed to age beautifully.

Because love lives in considered choices, and in the essentials we carry close, day after day.

Find the Miniwallet+ Basco Brown in our store.

#Secrid #EverydayLove #ValentinesDay #GiftsForHim

GENERAL TIPS & TRICKS FOR CAPTIONS

1. Use a strong hook.

Open with a line that feels human and reflective rather than promotional. Invite people in instead of stopping them with noise. Examples:

- Love lives in the small moments.
- Not all Valentine's gifts need to shout.
- Some gifts are made to be carried every 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.

#Secrid #Valentinesday #everydaylove #GiftsForHim
#GiftsForHer

3. Include a clear Call-To-Action

Guide the audience toward an action:

- Discover gifts made to last
- Who are you giving a gift to this year?
- Choose something you'll carry every day

4. Focus on emotion

Focus on connection, care, and longevity. Highlight how a gift fits naturally into daily life and relationships, for partners, friends, family, or yourself.

5. Highlight product benefits clearly

Show what makes the product special by anchoring it in real life:

- Compact enough to carry close
- Durable by design
- Crafted from high-quality materials
- Made for practical, everyday use over years