

Copywriting / Product Descriptions

Rewrite ordinary product descriptions with premium positioning, elevated language, exclusivity cues, and high-end emotional framing.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Luxury Goods, Premium Brands, High-End Positioning

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Why This Prompt Exists

Most luxury product descriptions fail because they sound like standard retail copy with higher prices.

You get:

- feature lists on a \$5,000 watch (luxury buyers don't buy features)
- no emotional elevation (feels like a commodity)
- no scarcity or exclusivity cues (feels mass-produced)
- language that's transactional instead of aspirational
- descriptions that don't justify the premium price

But luxury is not about specifications.

It is about feeling, status, and belonging.

- Elevated language: crafted, curated, bespoke, heritage
- Exclusivity cues: limited, rare, artisanal, numbered
- Emotional framing: legacy, mastery, ritual, belonging
- Luxury buyers buy identity, not utility

Without luxury positioning, your premium price feels unjustified.

This framework forces AI to write descriptions that feel expensive.

The Prompt

Assume the role of a luxury copywriter who writes for premium audiences who buy identity, not utility.

Your task is to rewrite a product description with luxury positioning.

Generate:

1. STANDARD VERSION (as a baseline, from user input or simple description)
2. LUXURY VERSION (200-300 words)
 - Elevated language (crafted, bespoke, heritage, artisanal)
 - Emotional framing (how owning it makes them feel)
 - Exclusivity cues (limited, rare, numbered, by appointment)
 - Story or provenance (where it came from, who made it)
3. LUXURY BULLET BENEFITS (5 items)
 - Focus on emotional outcomes, not features
4. PRICE JUSTIFICATION
 - Why this product costs what it costs (materials, craftsmanship, heritage)

INPUTS:

Product Name:

[INSERT]

Standard Description (or basic product info):

[PASTE OR DESCRIBE]

Target Luxury Audience:

[E.G., "Established professionals, 45-65, \$500k+ income"]

Price Point:

[INSERT \$]

Brand Heritage or Story (if any):

[E.G., "Family-owned since 1923" / "Handmade in Italy"]

What Makes It Exclusive:

[LIMITED QUANTITY / HANDMADE / CUSTOM / HERITAGE / OTHER]

RULES:

- Avoid price-focused language ("value," "deal," "bargain," "save")
- Avoid standard retail phrases ("great for gifting," "perfect for...")
- Use sensory and emotional language (feels, sounds, reveals)
- Include provenance or craftsmanship story
- Scarcity must be real (no fake "limited edition")

How To Use It

- Luxury buyers research elsewhere — your description should evoke feeling, not inform.

- Use white space and short paragraphs — density feels cheap.
- Heritage and provenance are more valuable than features.
- Scarcity must be real — fake scarcity destroys trust in premium markets.
- Test luxury copy with existing customers before publishing.

Example Input

Product Name: Leather Weekender Bag

Standard Description: “Full-grain leather weekender bag with brass zippers and adjustable shoulder strap. Fits 3-4 days of clothes. Interior laptop sleeve. Dimensions: 20” x 10” x 12”.”

Target Luxury Audience: Affluent travelers, 40-60, who value craftsmanship over convenience

Price Point: \$1,200

Brand Heritage or Story: Tanner family has been crafting leather goods in Florence since 1952

What Makes It Exclusive: Each bag is hand-cut from a single hide (no two are identical)

Why It Works

Most luxury descriptions fail because they use standard retail language.

This framework improves outcomes by forcing:

- elevated language (crafted, bespoke, heritage)
- emotional framing (how it feels to own)
- exclusivity cues (rare, limited, artisanal)
- provenance and story (justifies price)
- price justification through craftsmanship (not features)

Great luxury descriptions don't list what the product has — they describe who the owner becomes.

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