

LOOPED

A Week in Motion – Instagram Campaign

Carter Williford **COM 605 OL1: AI Empowered Creativity** April 21, 2026

SUSTAINABLE ACCESSORIES





A Brand Built Different

What We Make

Reclaimed leather belts and interchangeable watch straps – designed to outlast trends and reduce waste.

What We Stand For

- Circular design philosophy
- Ethical, reclaimed materials
- Quiet craftsmanship
- Timeless, ungendered style

Campaign Overview

A Week in Motion is a 7-day Instagram campaign that weaves LOOPED into the rhythm of everyday life – one intentional moment at a time.

1

7 Days

A different moment, mood, or use case each day

2

Lifestyle First

Product shown in context, not isolation

3

Consistent Identity

Same tone, palette, and visual language throughout

Instagram Post Format

Each daily post follows a unified structure – minimal, editorial, and immediately recognizable as LOOPED.

1

Square Image

1080 × 1080 editorial visual with integrated headline typography

2

Instagram UI

Profile name, avatar, like/comment/share – fully simulated for realism

3

Caption + CTA

Short, clean copy below the image with a direct call to action

4

Hashtags

Curated, on-brand tags to extend organic reach

LOOPED

looped.co



START WITH INTENTION



SUSTAINABLE MATERIALS. TIMELESS DESIGN.

LOOPED



Liked by **minimal.studio** and **1,248 others**

looped.co Start your week with pieces built to last.
Designed with purpose, made from reclaimed materials.

Explore the collection. 🌱

[#LOOPED](#) [#SustainableStyle](#) [#MinimalDesign](#)

MONDAY

Start With Intention



LOOPED · Follow

"Start your week with pieces built to last. Designed with purpose, made from reclaimed materials."

Explore the collection →

[#LOOPED](#) [#SustainableStyle](#) [#MinimalDesign](#)

LOOPED

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looped.co Designed for the everyday.
LOOPED moves with you through every step of your routine.

Shop now. 🌿

[#EverydayWear](#) [#LOOPED](#) [#TimelessStyle](#)

TUESDAY

Built for Routine

♥ **LOOPED** · Follow

"Designed for the everyday. LOOPED moves with you through every step."

Shop now →

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looped.co Midweek momentum.
Pieces that keep up with you, no matter where you're going.

Discover more.

[#KeepMoving](#) [#LOOPED](#) [#SustainableLiving](#)

WEDNESDAY

Keep It Moving

LOOPED · Follow

"Midweek momentum. Pieces that keep up with you."

Discover more →

[#KeepMoving](#) [#LOOPED](#) [#SustainableLiving](#)



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looped.co Crafted from reclaimed materials,
designed to last beyond trends.

Learn more. 🌱

[#Sustainability](#) [#Reclaimed](#) [#LOOPED](#)

THURSDAY

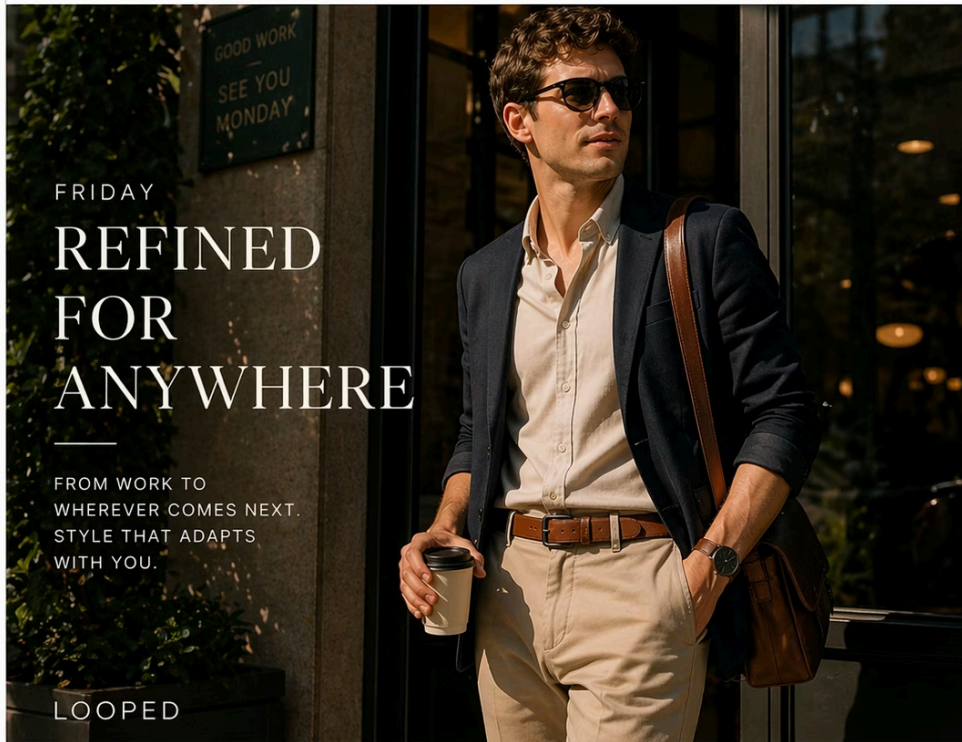
Designed to Last

💖 **LOOPED** · Follow

"Crafted from reclaimed materials, built beyond trends."

Learn more →

[#Sustainability](#) [#Reclaimed](#) [#LOOPED](#)



FRIDAY
REFINED
FOR
ANYWHERE

FROM WORK TO
WHEREVER COMES NEXT.
STYLE THAT ADAPTS
WITH YOU.

LOOPED



Liked by **minimal.studio** and 2,214 others

looped.co From work to wherever comes next.
Style that adapts with you.

Shop the look. 🌿

#ModernStyle #LOOPED #EverydayLuxury

FRIDAY

Refined for Anywhere

💖 **LOOPED** · Follow

"From work to wherever comes next."

Shop the look →

#ModernStyle #LOOPED #EverydayLuxury



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SATURDAY

GO FURTHER

BUILT FOR MOVEMENT.
MADE FOR MORE.



LOOPED



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looped.co Built for movement, made for more.
Where will today take you?

Explore now. 

#GoFurther #LOOPED #LifestyleDesign

SATURDAY

Go Further

 **LOOPED** · Follow

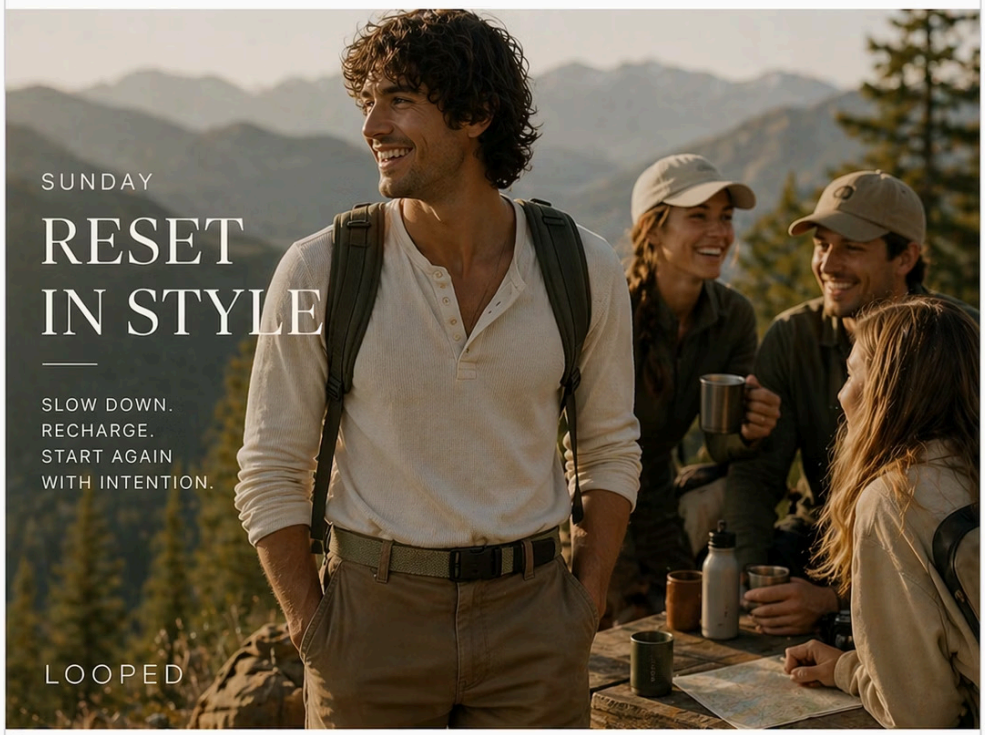
"Built for movement, made for more."

Explore now →

#GoFurther #LOOPED #LifestyleDesign



looped.co



Liked by **minimal.studio** and 2,347 others

looped.co Slow down, reset, and start again with intention. The best moments are the ones that ground us.

View collection 🌲 🏔️

#Reset #LOOPED #MinimalLiving

SUNDAY

Reset in Style

💖 **LOOPED** · Follow

"Slow down and reset with intention."

View collection →

#Reset #LOOPED #MinimalLiving

Design Principles

Visual Consistency

Same neutral palette – beige, warm brown, sage green – across all seven posts

Clear Hierarchy

Headline leads, caption supports, CTA closes – every time

Instagram-Native UI

Simulated profile, engagement icons, and caption layout for full realism



A Week in Motion

Seven days. One brand. One quiet, consistent story – told through craft, material, and intention.

Don't Overcrowd

Each post earns attention through restraint – not volume

Stay Consistent

Every touchpoint reinforces the same premium, sustainable identity

Be Real

Lifestyle imagery over studio sterility – LOOPED lives in the world