



## CASE STUDY: KHADI

Chiara's translation expertise +  
knowledge of khadi's products =  
game changer



### AT A GLANCE

#### Solutions

- Translations of a wide range of promotional materials from German into Italian.
- Ad hoc brand marketing assistance during busy times.

#### Outcomes

- Improved brand appeal through high-quality Italian translations.
- Punctual delivery every time.
- Time savings and trust thanks to efficient workload management.
- A long-term partnership with an experienced lifestyle & beauty translator.

*"I personally really enjoyed coordinating the localization for the Italian market with our great team: from the first drafts to the launch, it's been a great journey. [...]"*

*Thanks, Chiara. [...] As always, your translation was superb!*

#### Beatrice Danieli

Brand Ambassador & Key  
Account Manager Italy,  
khadi Natural Cosmetics

### INTRODUCTION

Based in Germany, khadi's beauty products bring harmony to body, mind, and soul.

Combining Indian medicinal plants with traditional Ayurvedic processes, khadi creates stunning hair colours that are 100% natural. Its wonderful soaps, body oils and body butters are hugely popular, too (not only in its flagship store in Berlin!).

### REQUIRED: A RELIABLE PARTNER FOR THE ITALIAN CONTENT LOCALISATION

As khadi's formulations became more and more popular in Germany and abroad, it decided to develop an international marketing strategy for Italy — another promising market.

Although a team member handled everything superbly, she needed extra help during peak or holiday times. So, khadi looked for a freelancer who could assist on an ad hoc basis, ready to hone its Italian brand voice in time for its next launch.

### SOLUTION: AN ITALIAN LIFESTYLE & BEAUTY TRANSLATOR WITH BRAND EXPERTISE

In 2019, khadi made its debut at Sana, the organic & green trade fair held in Bologna, Italy. As an enthusiastic amateur producer of organic soaps and hand creams, expert lifestyle & beauty translator Chiara took time to get to know the brand. The great promotional material she took home from khadi's booth certainly helped!

Chiara got in touch with khadi's marketing department, and was among the first to compliment the team on their new Italian newsletter. A short translation test proved she was a great match for their brand voice, and so Chiara started freelancing for khadi in 2021. Since then, she's been entrusted with translation work when staff are busy with marketing launches or away during holiday periods.

**Turn over to read about the amazing results!**



## CASE STUDY: KHADI

Chiara's translation expertise + knowledge of khadi's products = game changer (*continued*)



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*"I am very happy to share our brand new video tutorial about khadi's Natural Hair Colors.*

*Thanks to Chiara Vecchi for her great job translating the subtitles into Italian."*

#### Beatrice Danieli

Brand Ambassador & Key Account Manager Italy, khadi Natural Cosmetics

### RESULT: LESS STRESS DURING BUSY TIMES WITH THE HELP OF A RELIABLE TRANSLATOR

Through Chiara's expertise, khadi has been able to convey the beauty of its Ayurvedic products and care routines through its Italian newsletters, product descriptions, website copy, online tutorials and subtitles.

Chiara has perfectly preserved khadi's relaxed brand voice in Italian, and all marketing materials are published punctually.

### BONUS: KHADI NOW HAS TIME TO FOCUS ON OTHER PROJECTS

The khadi team knows Chiara is reliable, friendly, and confident. Even better, she produces excellent work every time without the need for extra input. Chiara makes sure to flag up any potential issues before they become problems.

So, khadi receives great Italian marketing copy, exactly as planned.

Instead of worrying, the team can focus on working on its next Ayurvedic product!

### NEED HIGH-QUALITY TRANSLATIONS SO YOU CAN FOCUS ON YOUR NEXT PRODUCT LAUNCH?

Do you manage a brand that goes beyond the ordinary?

Would you like to ensure your Italian brand voice is crafted with the same care you would use?

No problem. Chiara can help save you time and money.

**Email [chiara@chiaravecchi.com](mailto:chiara@chiaravecchi.com) to arrange a free discovery call.**