

Editing & Quality Assurance

Before & After Editing Sample

Sample Type	Editing demonstration
Source	Louis Vuitton report provided for this demonstration
Focus Areas	Grammar • Spelling • Punctuation • Sentence Structure • Academic Tone • Formatting

Note: This is a demonstration sample. The “Before” text contains intentionally introduced language errors so the editing improvement can be clearly seen. It should not be presented as an unedited client document.

1. Before Editing

The following excerpts are based on the uploaded Louis Vuitton report, with selected grammar, spelling, punctuation and phrasing issues intentionally introduced for demonstration.

Sample A — Introduction

Luxury fashion house or distributor Louis Vuitton is known worldwide for its magnificent leather goods, devices, ready-to-wear clothing, as well as other expensive goods. Louis Vuitton founded it in the French city of Paris in 1854. The business started off as an automobile trunk manufacturer but quickly developed a reputation for outstanding craftsmanship, rigorous requirements, as well as creative designs.

Sample B — Brand & Branding

Louis Vuitton's prosperity is primarily because of its trademarks as well as branding, which contribute to the business's supremacy worldwide and remain popular in an array of significant ways. The world is immediately comfortable with Louis Vuitton's distinctive monogram canvas as well as logo. The company's distinctive appearance upholds its standing as the top premiums fashion house.

2. After Editing

The same selected excerpts are shown below after professional language editing for clarity, grammar, spelling, sentence structure and academic tone.

Sample A — Introduction

Louis Vuitton is a globally recognised luxury fashion house known for its leather goods, ready-to-wear clothing, accessories, and other premium products. Founded in Paris in 1854, the business initially specialised in the production of travel trunks before developing a strong reputation for craftsmanship, quality, and innovative design.

Sample B — Brand & Branding

Louis Vuitton's success is strongly influenced by its brand identity and branding strategy, which contribute to its global position and continued appeal. The brand's distinctive monogram canvas and logo are widely recognised, helping it maintain a prestigious position within the luxury fashion market.

3. Before → After: Detailed Corrections

These examples demonstrate the types of changes an editor can make without changing the intended message.

BEFORE	AFTER
Louis Vuitton founded it in the French city of Paris in 1854.	Louis Vuitton was founded in Paris in 1854.
Grammar & sentence structure	
BEFORE	AFTER
Louis Vuitton's prosperity is primarily because of its trademarks as well as branding.	Louis Vuitton's success is strongly influenced by its brand identity and branding strategy.
Clarity & academic tone	
BEFORE	AFTER
The company's distinctive appearance upholds its standing as the top premiums fashion house.	The company's distinctive visual identity supports its position as a leading luxury fashion house.
Grammar, word choice & clarity	
BEFORE	AFTER
The world is immediately comfortable with Louis Vuitton's distinctive monogram canvas as well as logo.	Louis Vuitton's distinctive monogram canvas and logo are widely recognised worldwide.
Natural phrasing & concision	
BEFORE	AFTER
The business creates feelings with its target market by using ambitious marketing as well as storytelling.	The business engages its target market through aspirational marketing and storytelling.
Word choice & readability	
BEFORE	AFTER
Enhanced the customer loyalty and engagement can be accomplished by an effective digital existence.	Customer loyalty and engagement can be enhanced through an effective digital presence.

4. Improvements Made

The demonstration focuses on the following quality-assurance checks:

Grammar — Corrected sentence construction, verb forms and agreement.

Spelling — Corrected spelling errors and inconsistent word forms where applicable.

Punctuation — Improved punctuation to make sentences easier to read.

Sentence Structure — Reworked awkward or unclear constructions while preserving the intended meaning.

Academic Tone — Replaced unnatural or informal phrasing with clearer academic language.

Clarity & Concision — Removed unnecessary wording and improved readability.

Consistency — Applied more consistent terminology and presentation across the selected excerpts.

Portfolio presentation recommendation: Upload this entire document as one PDF under *Editing & Quality Assurance*. The single PDF lets visitors see the Before and After versions without requiring two separate portfolio entries.

This sample is intentionally presented as a demonstration rather than a client project. For a real client sample, use the client's work only with appropriate permission and privacy protection.