

Email Stories

Holiday Campaign - Kristina Frey

Story Ideas:

Off to grandma's house: games, pjs, epicure (snacks)

Night before Christmas: lingerie, jammies, robes, socks, slippers

Gifts on the shelf: a take on "Elf on the Shelf" that features books and home notions

No time like the present: watches

Trade in your ugly sweater: beautiful sweater alternatives or cashmere

No tell, noel: a story that features self gifting for the individual picking up items for themselves "on the sly" while shopping for family

Spa La La: beauty products

Happy spaldays: beauty products

Plaid tidings: Men's plaid products (which are on trend this year) or Christmas plaids

Let their be bright: colorful christmas clothing

Have an "old-fashioned" Christmas: barware

That's a wrap!: after christmas email on Christmas clearance items

Put a bow on it: featuring wrapping services

New year, new you: wellness products

Broader Concepts:

Bundle up!: a story showcasing the bundling of goods for the purpose of a discount. For example:

Coat, hat, scarf, gloves or purchase from Color, Fragrance and Skincare categories for a bundled discount.

Advent calendar: illustration of "Deal of the Day" concepts or shipping countdowns

General Cute Ideas:

