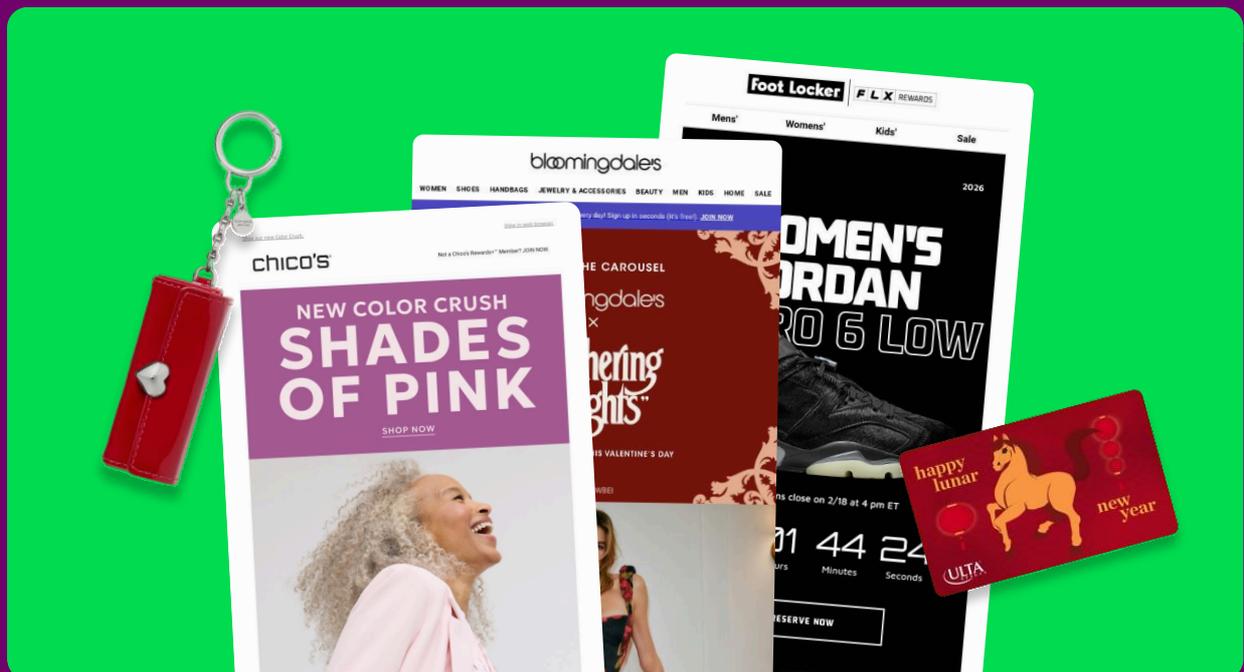


# The Retail Email Lookbook

Take a peek inside the hottest retail design trends from leading brands



# CHICO'S MAKES US BLUSH WITH ROSY SHADES

CHICO'S

[Shop our new Color Crush.](#)

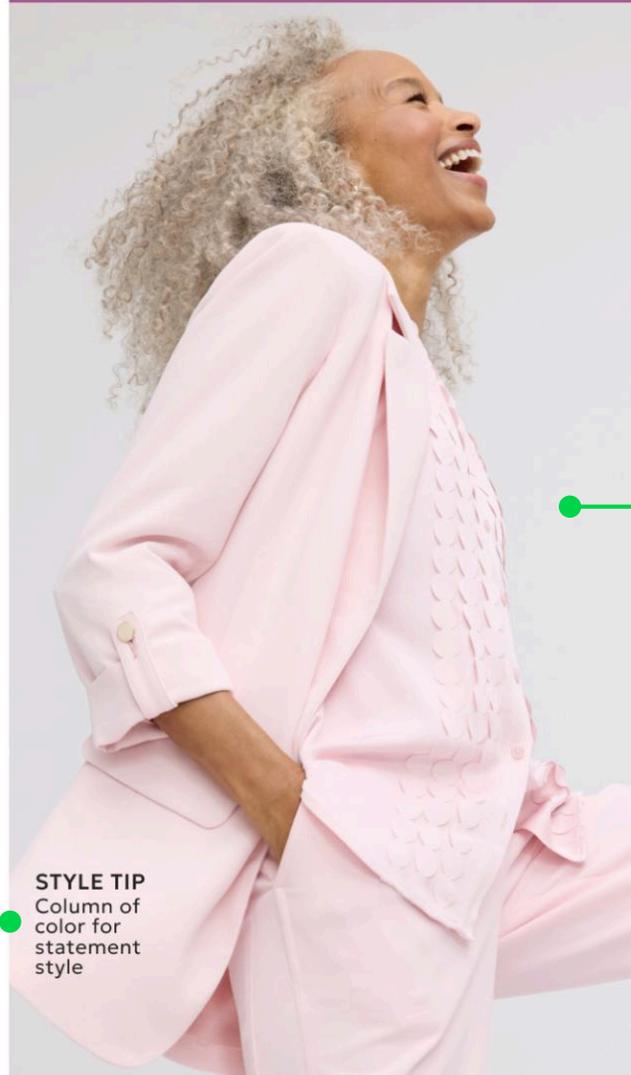
[View in web browser.](#)

chico's®

Not a Chico's Rewards+™ Member? JOIN NOW.

VIBRANT  
COLOR  
PALETTE

NEW COLOR CRUSH  
**SHADES  
OF PINK**  
[SHOP NOW](#)



MAGICAL  
MONOCHROMATIC  
PHOTOGRAPHY

PRO TIP THAT  
POPS

**STYLE TIP**  
Column of  
color for  
statement  
style

## MADE YOU BLUSH

# 01

## Hottest Hues

A pop of color pulls subscribers toward product recommendations, whether for workwear or summer sandals.

Chico's and REEF showcase how similar shades can be combined to create eye-catching outfits—and emails:

- Commit to a colorway throughout
- Build anticipation for upcoming holidays and vacations

### REEF INVOKES SPRING BREAK WITH THE BLUES

REEF



VARIETY OF TEXTURES

# MADE IN CREATES COOKING FOMO

## MADE IN

EDITORIAL  
DESIGN

MADE IN

### BRING THE STEAKHOUSE HOME

SHOP STEAK DINNER ESSENTIALS

With the Limited-Edition Wareheim x Made In Steak Knives and chef-approved essentials, from sizzling [Carbon Steel Frying Pans](#) to clinking [Wine Glasses](#), you can recreate the bold flavors and plush vibes of a classic steakhouse night.

SHOP STEAKHOUSE FAVORITES



### LIMITED EDITION WAREHEIM X MADE IN STEAK KNIVES

— MOTHER-OF-PEARL  
HANDLES

— MADE IN FRANCE

PRODUCT  
DEEP DIVE

# 02

## Curated Collections

Any brand can list a bunch of items in an email, but what separates the greats is curating those items into inspiration.

Offer valuable content that encourages customers to scroll, like Made In and J.Crew:

- Make product recommendations feel like hand-selected ensembles
- Educate subscribers on how to style outfits or use specific products

### J.CREW DIVES DEEP INTO DENIM

J. CREW

J.CREW



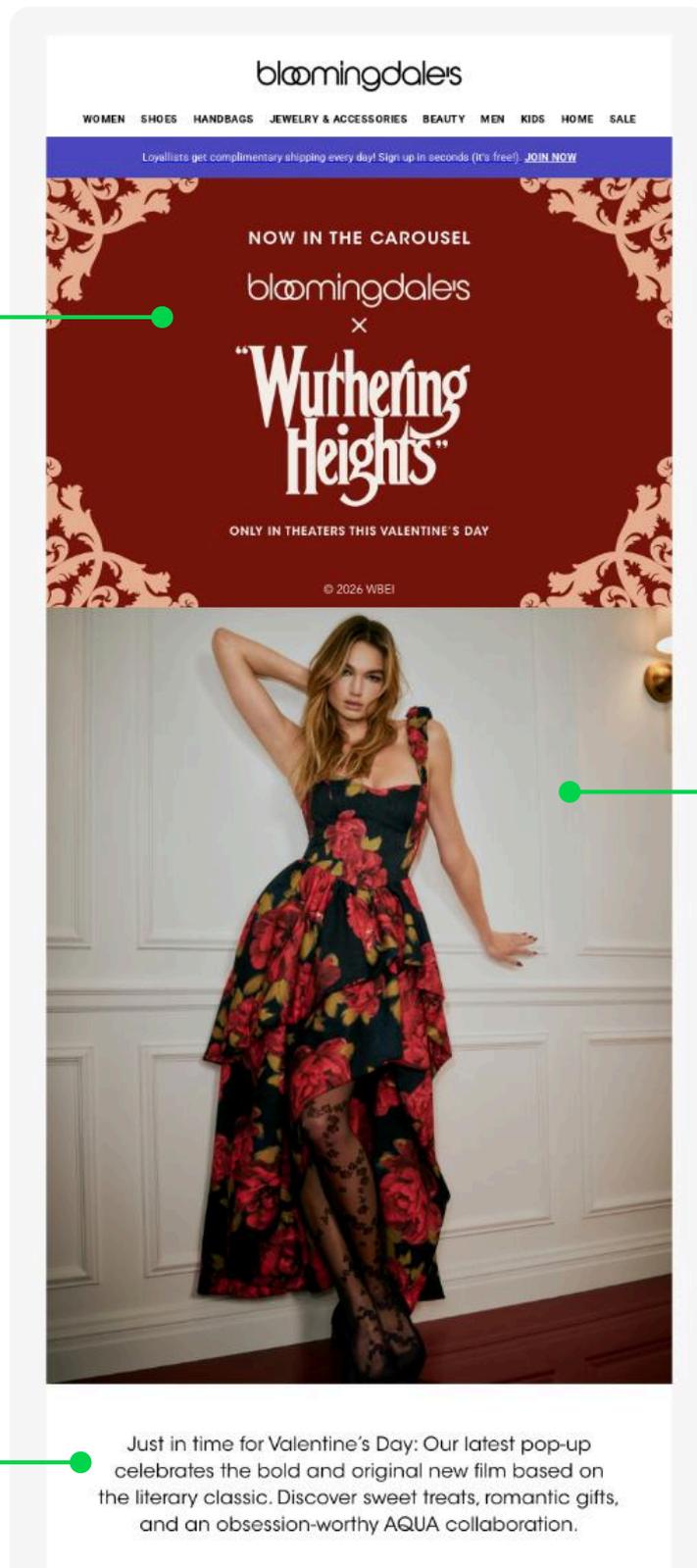
PHOTOS THAT DRAW THE EYE

EMAILS THAT FEEL LIKE MAGAZINES

# BLOOMINGDALE'S TAKES EMAIL TO NEW HEIGHTS

BLOOMINGDALE'S

A COLLAB  
THAT  
COMMANDS  
ATTENTION



BOLD PHOTOS  
FOR A  
BLOCKBUSTER  
COLLECTION

HOLIDAY  
HYPE

Just in time for Valentine's Day: Our latest pop-up celebrates the bold and original new film based on the literary classic. Discover sweet treats, romantic gifts, and an obsession-worthy AQUA collaboration.

# 03

## Partner Promotions

The right partner promotion can sell itself, especially when it comes to shoppers' favorite franchises.

Offer fun for the whole family by celebrating the brands they love most, as seen with Bloomingdale's and Carter's:

- Lean into partner color palettes
- Add call-outs when items are in-demand and going fast

### CARTER'S CHANNELS MAIN CHARACTER ENERGY

CARTER'S



OSHKOSH *Biggish*

little planet

Otter AVENUE

SKIP\*HOP.



COLORFUL AND COMFY

BESTIES FROM THE BIG SCREEN

# J.JILL MAKES THEIR GRAND OPENING GREAT

J.JILL

J.Jill

NEW ARRIVALS CLOTHING SALE

LOCALIZED  
PROMO

VIEW IN BROWSER

## CELEBRATE AT OUR GRAND OPENING EVENT

at Preston Park Village

across from Kohler, facing Preston Road,

February 19–22, and enjoy . . .



\$20 OFF YOUR PURCHASE  
OF \$80 OR MORE\*

at this location.

IN-STORE SALE  
TO CELEBRATE

# 04

## Store News

Retail locations add a ton of complexity to a brand's email marketing strategy, but they're also a huge opportunity.

Personalize your messages to a customer's nearest store, especially for timely news, as seen with J.Jill and Yankee Candle:

- Inform shoppers of store openings, closings and renovations
- Offer incentives to encourage in-person purchases

### YANKEE CANDLE GIVES RENOVATIONS A FRESH SCENT

YANKEE CANDLE

YANKEE CANDLE®

We're Getting a Little Work Done.

A new way to experience scent is coming this April.  
Mall of Georgia • Buford, GA



CHEEKY HEADLINE

# QUINCE FEATURES CUSTOMER FAVES

## QUINCE

Quince

SOLD-OUT FAVES  
ARE BACK

CLEAR CALL  
TO ACTION

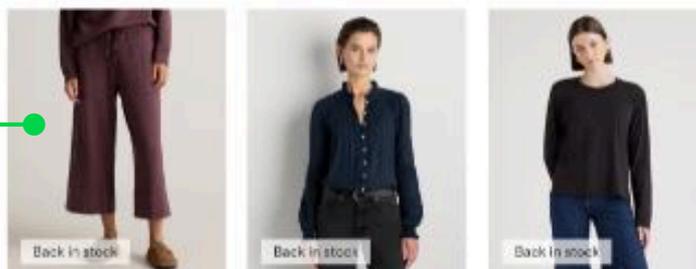
SHOP BACK IN STOCK



LUXE  
LOOKS

Stock up on the luxe look and feel you want,  
without the luxury price tag.

PLENTY OF  
OPTIONS



# 05

## Back in Stock

Back-in-stock emails can add major value, whether they're individualized alerts or promotions for most popular products.

Here's how Quince and Lane Bryant keep customers coming back:

- Create a sense of urgency while leading with positive emotion
- Hype up bestselling items with relevant alternatives to choose from

### LANE BRYANT COMPELS CLICKS

LANE BRYANT

## LANE BRYANT

NEW | TOPS | JEANS | BRAS | CLEARANCE

### Back In Stock

Might just be the greatest phrase ever.  
*Grab 'em while they last!*



SUBJECT LINE:  
"WELL, LOOK  
WHO'S HERE"

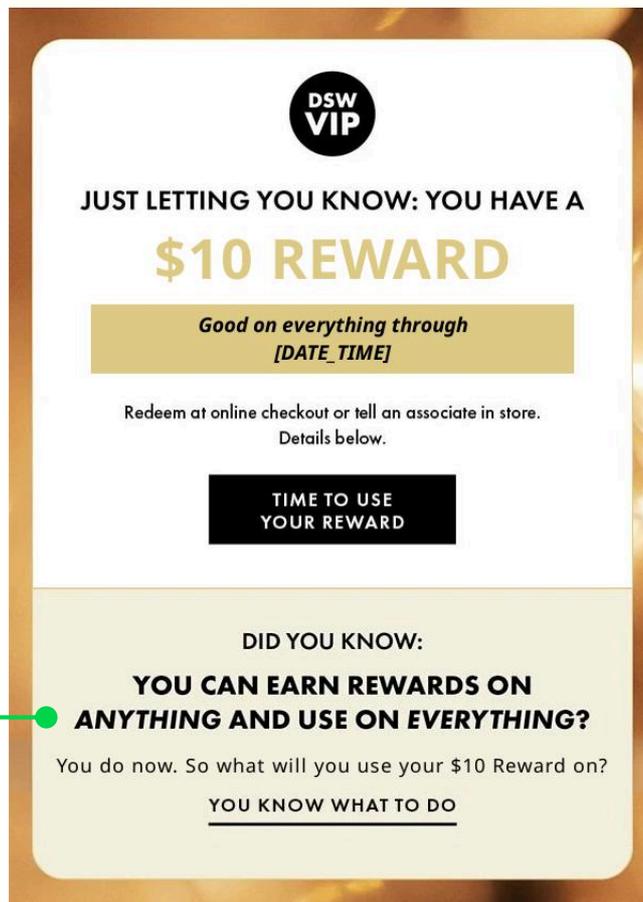
# DSW SENDS TIMELY REMINDERS

DSW

**DSW** Designer  
Shoe  
Warehouse

HI, [NAME] | VIP STATUS: GOLD | YOU HAVE \$10 IN REWARDS

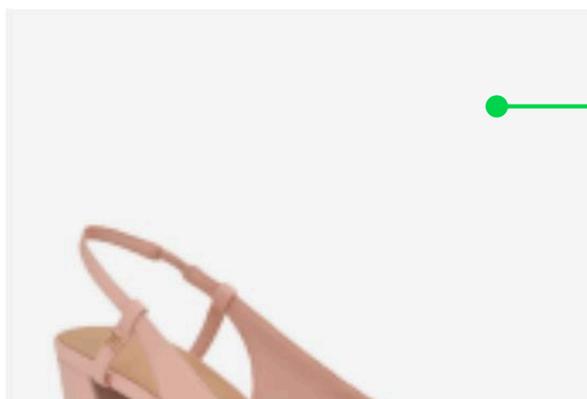
WOMEN MEN KIDS BRANDS CLEARANCE



The screenshot shows an email notification for DSW VIP members. At the top is the DSW VIP logo. The main message reads: "JUST LETTING YOU KNOW: YOU HAVE A \$10 REWARD". Below this, it says "Good on everything through [DATE TIME]". A note states: "Redeem at online checkout or tell an associate in store. Details below." There is a prominent black button that says "TIME TO USE YOUR REWARD". At the bottom, a section titled "DID YOU KNOW:" contains the text: "YOU CAN EARN REWARDS ON ANYTHING AND USE ON EVERYTHING?". Below this, it says "You do now. So what will you use your \$10 Reward on?" and "YOU KNOW WHAT TO DO".

REWARDS  
WITHOUT  
RULES

**USE YOUR REWARD ON THE  
LATEST MUST-HAVES**



SHOWCASE  
NEW  
ARRIVALS

# 06

## Rewards Programs

Shoppers are way more likely to treat themselves when their favorite brands are treating them.

Use rewards programs to your advantage, like DSW and Williams–Sonoma:

- Send dedicated reminders once VIPs reach a certain rewards threshold
- Add rewards information above the fold to encourage repeat purchases

### WILLIAMS-SONOMA SPOTLIGHTS POPULAR PATTERNS

WILLIAMS-SONOMA

You Have \$10 in Key Rewards [View Rewards](#)

\$10 REWARD TO SPEND ON CLASSIC COLLECTIONS



# ULTA CELEBRATES IN STYLE

ULTA



**from us to you, xoxo**

**\$10 off** your qualifying \$50 purchase.\*

**\$20 off** your qualifying \$100 purchase.\*

Online use code SWEET In store show barcode



[REDACTED]

yep, includes prestige brands and fragrance too!

Exclusions apply, see details. Offer ends Feb 16 at 11:59pm CT.

EASY ACCESS TO  
IN-STORE  
BARCODE



get ready with us for  
**lunar new year**

Beauty inspo to usher in the  
year of the horse.

INSPO FOR THE  
YEAR AHEAD

## everything golden

ACCESSORIES  
TO MATCH



## 07

# Holidays & Seasonal

It's difficult to stand out during popular times of year. With the right planning, your campaigns can attract major attention.

Celebrate holidays and seasons with something extra special, like Ulta and Kate Spade:

- Get festive with colorblocked items
- Source gift ideas around the office for a relatable human touch

## KATE SPADE CROWDSOURCES WISH LISTS

KATE SPADE



### The Love LIST

We asked around the Kate Spade office for our team's most-wanted V-Day gifts. On our wish lists...

[SHOP NOW](#)

*"I'm grabbing this because I love to add a little color with a bag charm, and this one doubles as a lipstick holder!"*

- Savannah, Email Team



EMAIL TEAM RECOMMENDATIONS



*"The gifting myself the Duo Mini"*

# CIRKUL RELEASES RARE FLAVORS

CIRKUL

Cirkul



**SWEET. SMOOTH. CHARGED.**

SNAG YOUR FLVR LAB

**GoSip**  
PEACHES & CREAM  
FLAVORED WITH OTHER NATURAL FLAVORS  
1 SIP CARTRIDGE  
20ML (0.68 FL OZ)

**Cirkul**  
SIP CARTRIDGE  
Caffeine

Need a boost of energy and craving something sweet? Sip on **GoSip® Peaches & Cream!** This FLVR LAB® is sweet, smooth, and fueled with caffeine to keep you powered in 2026!

Enjoy FLVR LAB® how you want! With either a Sip Flavor Cartridge OR as a Cirkul® Singles!

**Sip® Cartridge**  
**GoSip® Peaches & Cream**  
Smooth, sweet, and fueled with caffeine to keep you going!

Adjustable Flavor Dial

DELICIOUS IMAGERY

SUBJECT LINE:  
"LIMITED RUN.  
MAXIMUM  
CRAVE."

CHOOSE  
YOUR OWN  
ADVENTURE

# 08

## Limited-Time Runs

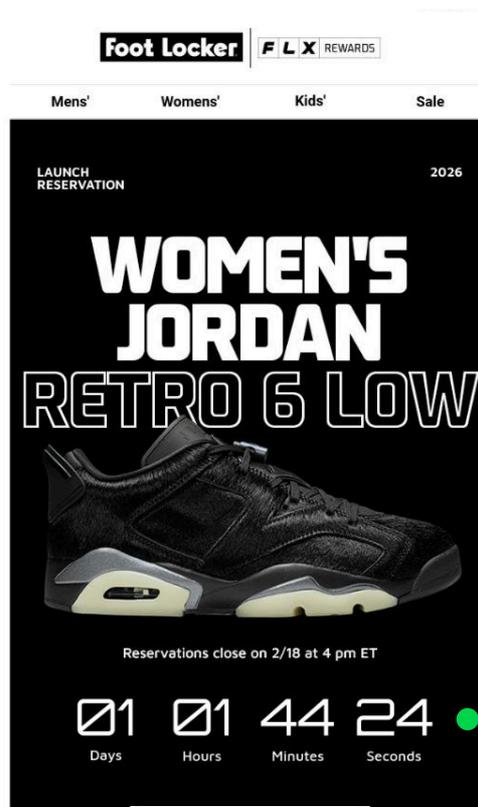
Flash sales and limited-time promotions can gamify the shopping experience in record time.

These emails from Cirkul and Foot Locker show how to make every minute count:

- Hype up a launch with countdown timers and exclusive deals
- Make products must-have by taking them out of the vault on rare occasions

### FOOT LOCKER DROPS NEW KICKS

FOOT LOCKER

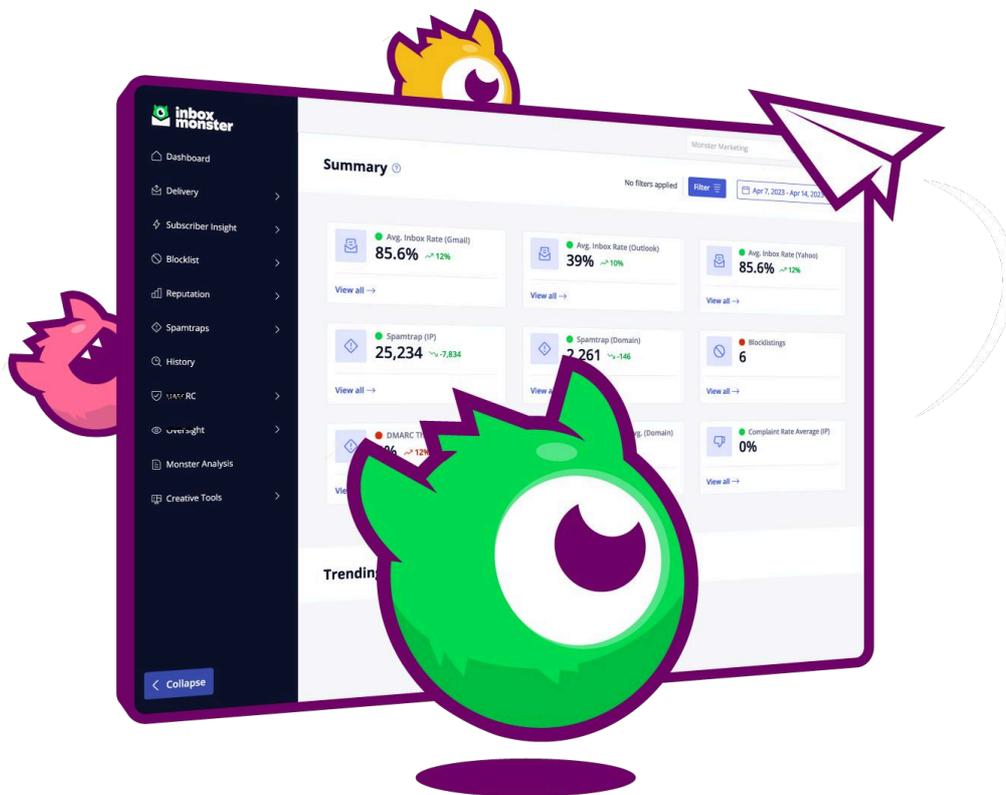


COUNTDOWN  
TIMER FOR  
LAUNCH

# See what's really happening in the inbox

Discover how Inbox Monster's email deliverability and creative rendering platform will transform your pre- and post-send workflow.

- Catch deliverability problems before they hit your revenue.
- Get real-time alerts and insights to keep your emails out of the spam folder across every major mailbox provider.
- See how your email looks (and works) everywhere.
- Spot dark mode fails, broken links and accessibility gaps before you hit send.



Powered by the world's most epic email search. Curious? Good. Stay tuned for a monster update!  
Get in touch — Schedule a demo at [calendly.com/inboxmonster](https://calendly.com/inboxmonster) or say 🦄 at [sales@inboxmonster.com](mailto:sales@inboxmonster.com)