



2026 Holiday Lookbook

Here are the best creative trends
you'll see this season

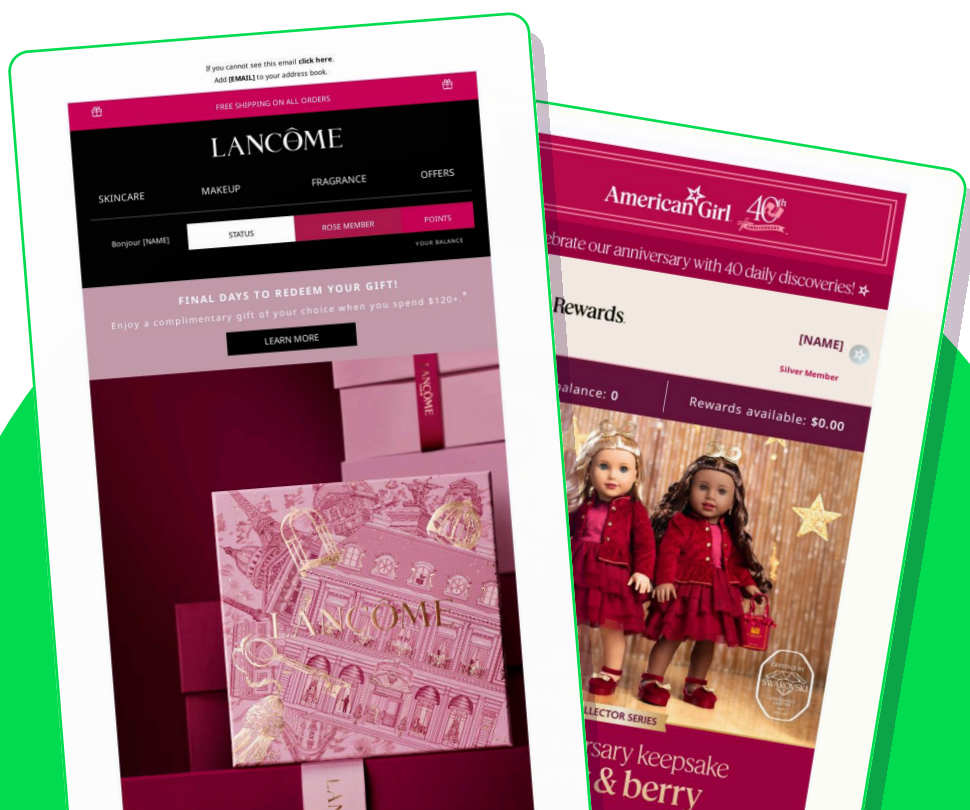
01

Merry Berry Color Palettes

Sure, red & green and snowy silvers will always be popular choices during the holidays, but the aesthetics capturing our attention this year are berry bold.

Lean into the romance of ruby tones like Lancôme and American Girl:

- Weave in branding from rewards programs
- Offer exclusive gifts to celebrate the occasion
- Roll out the red carpet to draw the eye down



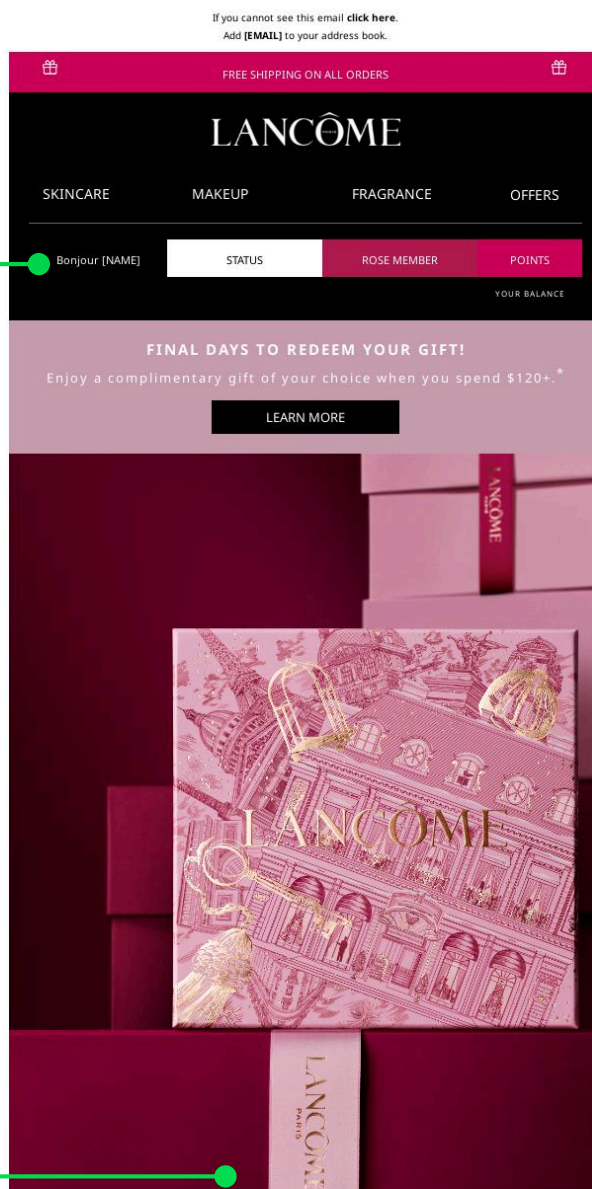


LANCÔME

Reward VIPs in Rose Gold

COLORS MIRROR
MEMBERSHIP TIERS

RIBBON GUIDING THE
EYE TO THE CTA

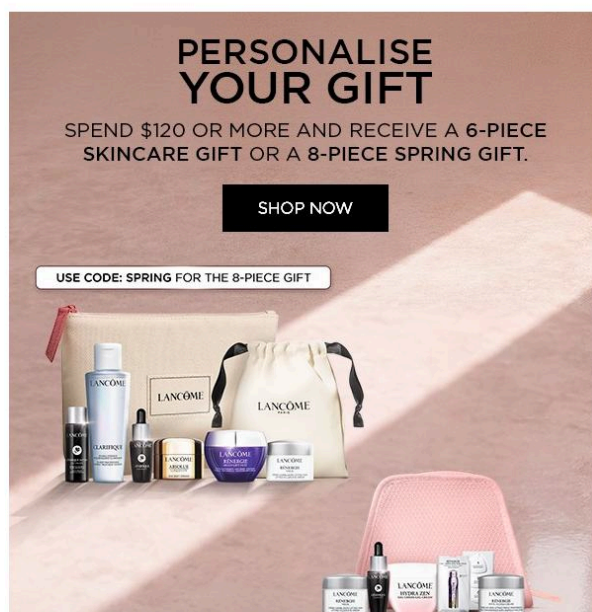


BE OUR GUEST!

Your early access to an exclusive holiday celebration has arrived.

The table is almost set. As a valued member of My Lancôme Rewards, enjoy exclusive early access to our Holiday collection and discover gifts, beauty icons, and festive delights before everyone else.

SHOP NOW





AMERICAN GIRL

American Girl Offers an Anniversary Keepsake

GET THE COLLECTIBLE
WHILE IT LASTS

SWAROVSKI PARTNERSHIP ADDS LIMITED-EDITION LUXURY

Celebrate our anniversary with 40 daily discoveries!

AG Rewards

[NAME]

Silver Member

Points balance: 0

Rewards available: \$0.00

New

COLLECTOR SERIES

An anniversary keepsake Merry & berry

Dressed in our signature color and glittering with nostalgia,
the 2026 Berry Sparkle™ Holiday Collector Doll captures the spirit of our storied past

Shop now

No more than 8,000 dolls created worldwide

Anniversary icon

An elegant tribute to our 40th anniversary, she is draped in our signature shade and 80 stunning Swarovski® Crystals

Berry by design

Her stunning quilted-velvet coat features Swarovski® Crystals and metallic embroidery over a ruffled mesh skirt

Legacy look

Her striking eyes shine with glittering eyeshadow, framed by cascading curls

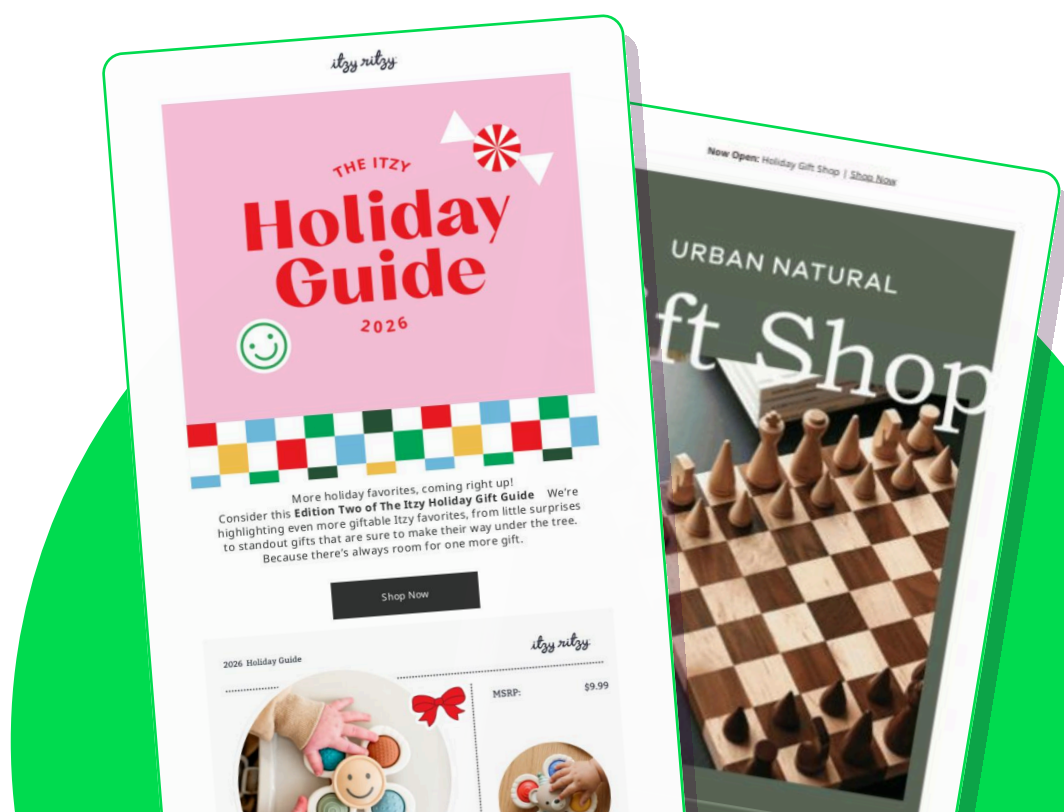
02

Enticing Gift Guides

Gift guides are the bread-and-butter of holiday campaigns, but the best offers inspire the scroll.

Itzy Ritzy and Urban Natural show how to give your brand's presents more presence:

- Don't be afraid to tease above the email fold
- Play with colors, shapes and textures
- Add touches of whimsy to stand out in the inbox





ITZY RITZY

Itzy Ritzy Brings Magic to Little Ones

EYE-CATCHING
HEADER

ROUND FRAMES FOR
EXTRA JOY

COLORFUL PIXELS MAKE
CTAS COMPELLING

itzy ritzy



More holiday favorites, coming right up!
Consider this **Edition Two of The Itzy Holiday Gift Guide**. We're highlighting even more giftable Itzy favorites, from little surprises to standout gifts that are sure to make their way under the tree. Because there's always room for one more gift.

Shop Now

2026 Holiday Guide

itzy ritzy



MSRP: \$9.99



Pop & Whirl™ Travel & High Chair Toy

The Itzy Pop & Whirl is the gift that turns car rides and bath time into playtime. Its suction cup base sticks to tables, tubs, and any smooth surface, while four textured silicone poppers keep little hands busy and building fine motor skills. A screen-free gift parents love handing over, wherever the fidgeting needs to happen.

baby's first christmas | gifts for new parents | practical gifts
parents will actually use | gifts under \$20

SHOP NOW

Shop Now

2026 Holiday Guide

itzy ritzy



MSRP: \$26.99





URBAN NATURAL

Urban Natural Makes the Holiday Handcrafted

TYPOGRAPHY THAT
ATTRACTS THE EYE

COLORS CREATE COZY,
CALM AESTHETIC

HANDCRAFTED ITEMS
DELIVER COMFORT

Now Open: Holiday Gift Shop | [Shop Now](#)

URBAN NATURAL

Gift Shop



SHOP HOLIDAY

Gifts They'll Love



The Essentials Wine Tools, Large



Oval Platter by East Fork



Cardamon Bun Candle



Winter Plaid Mug



Bistro Solid 2PC Serving Set



Reverra Mahjong



Set Squirrel Fox - Cotton Weave One



Barrett Yarn



Christmas Cheer Wreath Pillow

SHOP GIFTS

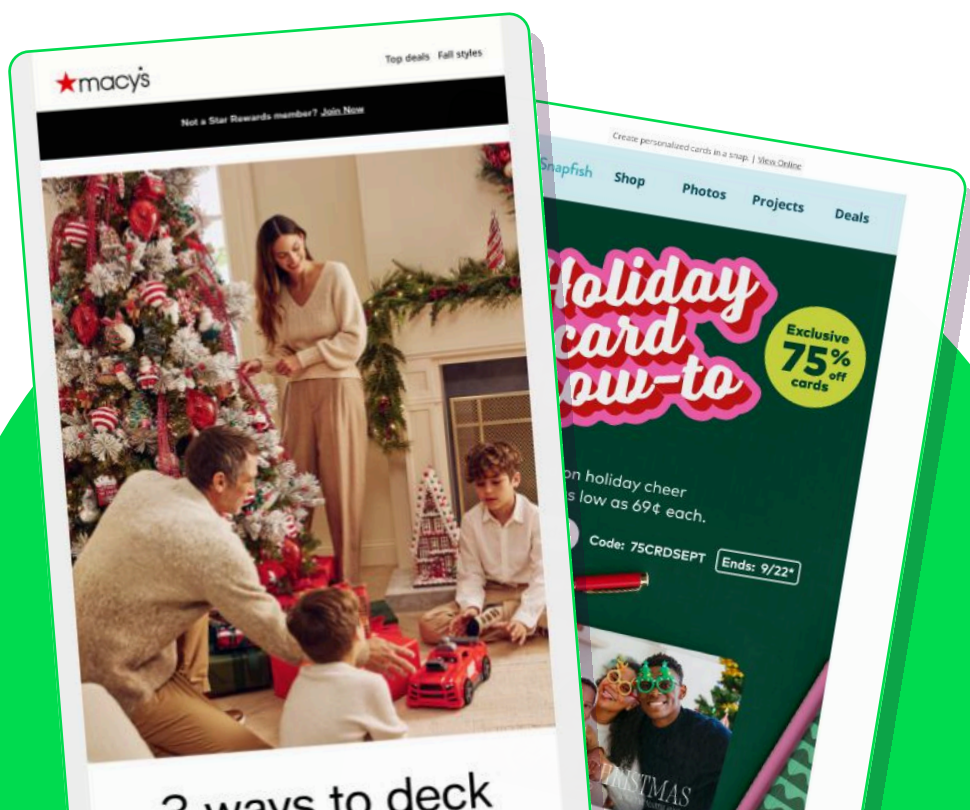
03

Holiday How-Tos

The holidays can often feel overwhelming, so planning ahead is essential.

Brands like Macy's and Snapfish help eliminate stress with step-by-step guidance:

- ▶ Use numbered lists as signposts
- ▶ Reduce decision fatigue with recommendations
- ▶ Turn emails into choose-your-own adventures



MACY'S

Macy's Lets You Pick Your Decor Vibe

SIMPLE HEADLINE THAT
SETS THE AGENDA

EASY OPTIONS CUT THROUGH
ANALYSIS PARALYSIS

Not a Star Rewards member? [Join Now](#)



3 ways to deck the halls with joy

[Holiday Shop](#)





SNAPFISH

Snapfish Gives 3 Steps to Season's Greetings

FESTIVE FLAIR WITH AN UNBEATABLE OFFER

CATEGORIES TO ORIENT THE USER

EASY-TO-FOLLOW INSTRUCTIONS

Create personalized cards in a snap. | [View Online](#)

Snapfish Shop Photos Projects Deals

Holiday card how-to

Exclusive 75% off cards

Get ahead on holiday cheer with cards as low as 69¢ each.

Shop cards Code: 75CRDSEPT Ends: 9/22*



Christmas Holiday

Season's greetings Pet Christmas

Religious Custom greetings

Season's greetings easy as 1, 2, 3.

- 1 Snap and upload.
- 2 Personalize your card + sentiment
- 3 Add festive flair with foil accents.

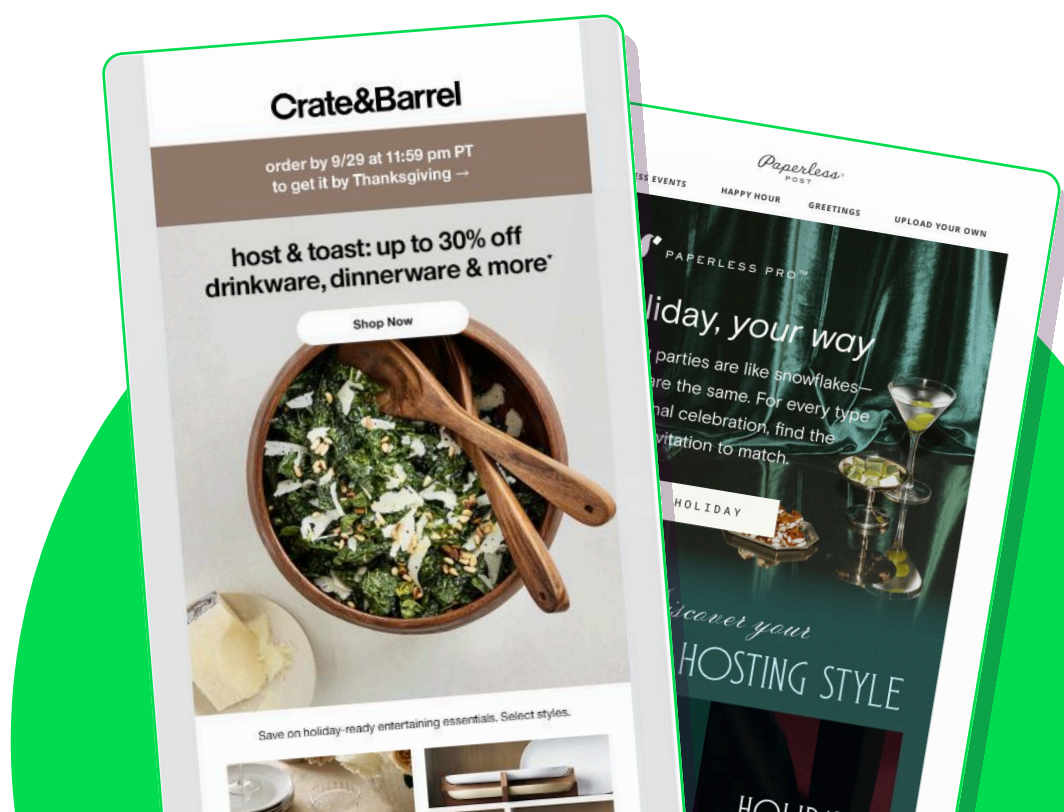
04

High-End Hosting

Gifts are only one part of the holiday happy-making, so don't forget to turn each email into an exclusive party.

Crate & Barrel and Paperless Post bring the pomp and circumstance:

- ▶ Try on themes like unique outfits
- ▶ Show off items with timely context
- ▶ Help hosts find their special style





CRATE & BARREL

Crate & Barrel Brings Cozy Variety

KEEP SHIPPING REMINDERS
FRONT AND CENTER

HOMEY WITHOUT
HOLIDAY EXCESS

Crate&Barrel

order by 9/29 at 11:59 pm PT
to get it by Thanksgiving →

host & toast: up to 30% off
drinkware, dinnerware & more*

Shop Now



Save on holiday-ready entertaining essentials. Select styles.



dinnerware



serveware



wine & cocktail



drinkware





PAPERLESS POST

Paperless Post Sends the Perfect Invite

STUNNING TYPOGRAPHY
WITH DECADENT DESIGN

THEME-BASED CTAS
ADD PERSONALITY

Paperless[®]
POST

BUSINESS EVENTS HAPPY HOUR GREETINGS UPLOAD YOUR OWN

PAPERLESS PRO™

Holiday, your way

Holiday parties are like snowflakes—no two are the same. For every type of seasonal celebration, find the perfect invitation to match.

BROWSE HOLIDAY

Discover your
HOLIDAY HOSTING STYLE

PAPERLESS POST

Happy holidays
HILLMAN & CO.
INVITES YOU TO
OUR ANNUAL
HOLIDAY GALA
December 18th at 6 p.m.
The Crystal Lounge

HOLIDAY
GALA

COCKTAIL
PARTY

PLEASE JOIN
US FOR
A GLASS OF
SPRIT
APRIL 15TH 2018
5:00 PM - 10:00 PM
TAMERSON PRESS

SPRIT
HOURS

CARD INVITATIONS

Create a sense of occasion with elegant stationery-inspired designs perfect for end-of-year galas, seasonal cocktail soirées, and any formal festivity.

BROWSE INVITATIONS

D&C
DRAPER & CHO
ARCHITECTS

HOLIDAY
HAPPY HOUR

HOSTED BY
Draper & Cho Architects

WHEN
Friday, December 11
6:00 PM

RSVP

LET'S WASH AWAY
THE YEAR TO AN
OPEN BAR
and your company

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.

