

SHOPVISION MARKET INTELLIGENCE
REPORT

Casual Menswear Black Friday Benchmark:

How 18 leading brands
ran Holiday 2025

Insights to take into Q4 2026 planning



How would you plan Holiday 2026 differently if you knew exactly what your peers did in 2025?

Across 13 weeks of Q4 2025, we tracked every promotional move 18 casual menswear brands made — when they moved, how deep they cut, which products they discounted, and the mechanics they used to pull the shopper in.

It's a peer-informed playbook to equip you for your own 2026 planning.

What we saw

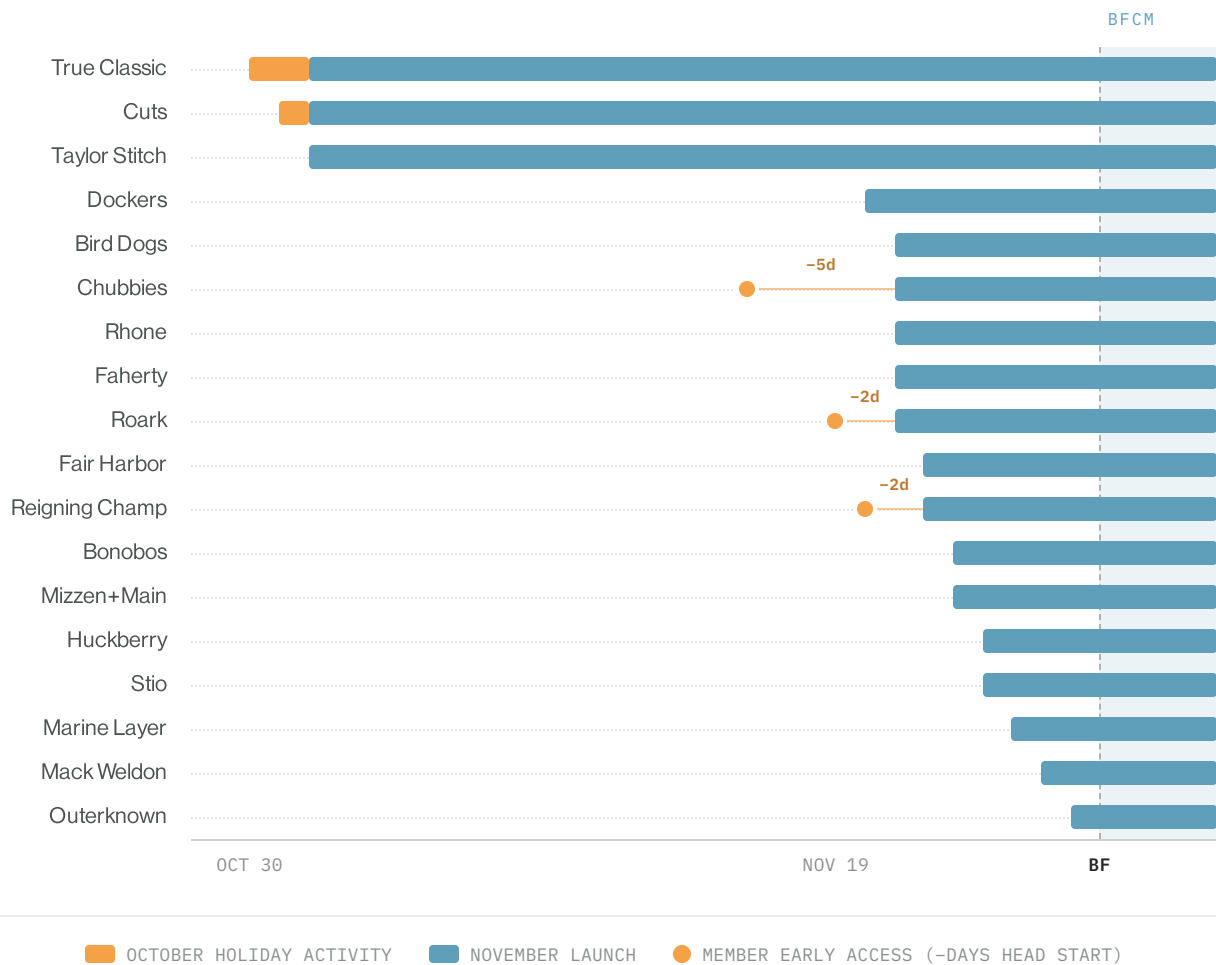
- **By November 1, 3 brands had already started early Black Friday sale events.** The rest of the set waited until November 20 or later to deploy.
- **8 of 18 brands ran a true flat sitewide discount "off everything."** Another 8 used "up to XX% off" select products. 1 used a price-point sitewide (\$40 or less) and 1 ran a BOGO offer in lieu of a percent discount.
- **Only 3 brands let members shop early.** Early access ranged between 2 and 5 days ahead of the public sale.
- **Discount pressure held through mid-December.** 9 of 18 kept sale events running after Cyber Monday — most holding their rate under a new "Holiday" name.
- **Email cadence was all over the map.** The most aggressive brand sent ~4 emails a day over the BFCM weekend; some sent as many across the entire 2 weeks. Re-sends to non-openers were a rare tactic — an opportunity to take into 2026.
- **Half the set kept sales going after Christmas.** 9 brands ran a distinct year-end clearance, most matching or beating their Black Friday rate. The other 9 put sale events on ice.

18	13	6,000+	Q4 2025
CASUAL MENSWEAR BRANDS	WEEKS TRACKED	DATA POINTS ANALYZED	OBSERVATION WINDOW

The pre-Black Friday market moves

Every brand in the peer set launched Black Friday offers at least 1 day early, with most starting their sale ~1 week before Black Friday 'official.' 3 brands launched uber-early (4+ weeks before BF) and continued their events through November.

3 of 18 casual menswear brands' Black Friday 2025 sales were live by November 1



Dates each casual menswear brand ran a Black Friday or Holiday discount before Black Friday 2025. Source: ShopVision.

The 3 early movers:

- **True Classic (Oct 30).** An "Early Black Friday" 25% sitewide that never really stopped, rolling into near-daily "up to 70%" flashes and pack deals straight through Cyber Monday.
- **Cuts (Oct 31).** One unbroken "up to 60% off" banner from October 31 straight through Cyber Monday.

- **Taylor Stitch (Nov 1).** A steady 25%-off-sitewide that held through Cyber Monday.

3 brands gave members early access

Some brands rewarded loyalty with a 2–5 day head start on deals. Chubbies gave its Collective a 5-day jump; Roark and Reigning Champ opened 2 days early.

TAKE INTO 2026 PLANNING

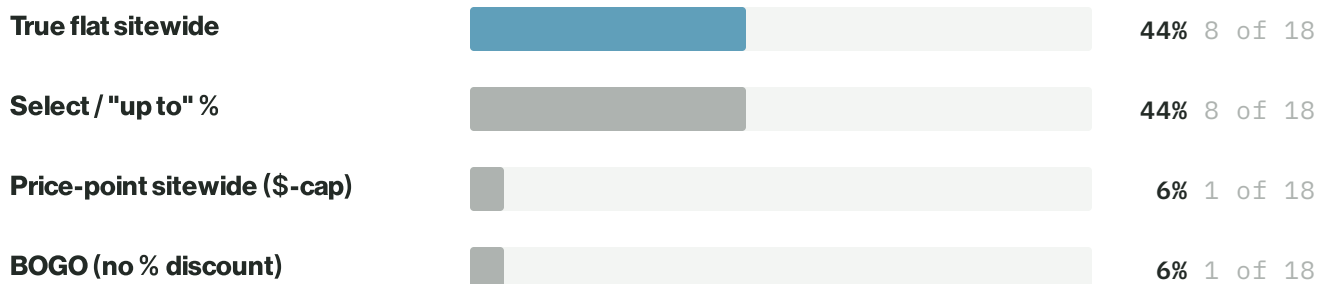
- 1 **When do you flip the switch?** Only 3 of 18 had Black Friday deals running by November 1. Most hold off until a week before BFCM. There's space to compete in early November — especially if you consider True Classic and Cuts direct competitors.
- 2 **Should members go first?** Even a 2-day head start can make loyal fans feel appreciated, and give you a leg up on your peers' events.

How the market anchored its discounts

If you're debating whether to run a 'true' sitewide offer (flat rate off everything), or apply an "up to XX%" discount to select products, it helps to know how the market moves.

Only 8 of 18 brands in this peer set ran a sitewide discount. Another 8 gave deals on select products. Bird Dogs ran a BOGO offer, and Chubbies dropped all prices below a \$40 ceiling.

How 18 casual menswear brands discounted for Black Friday 2025

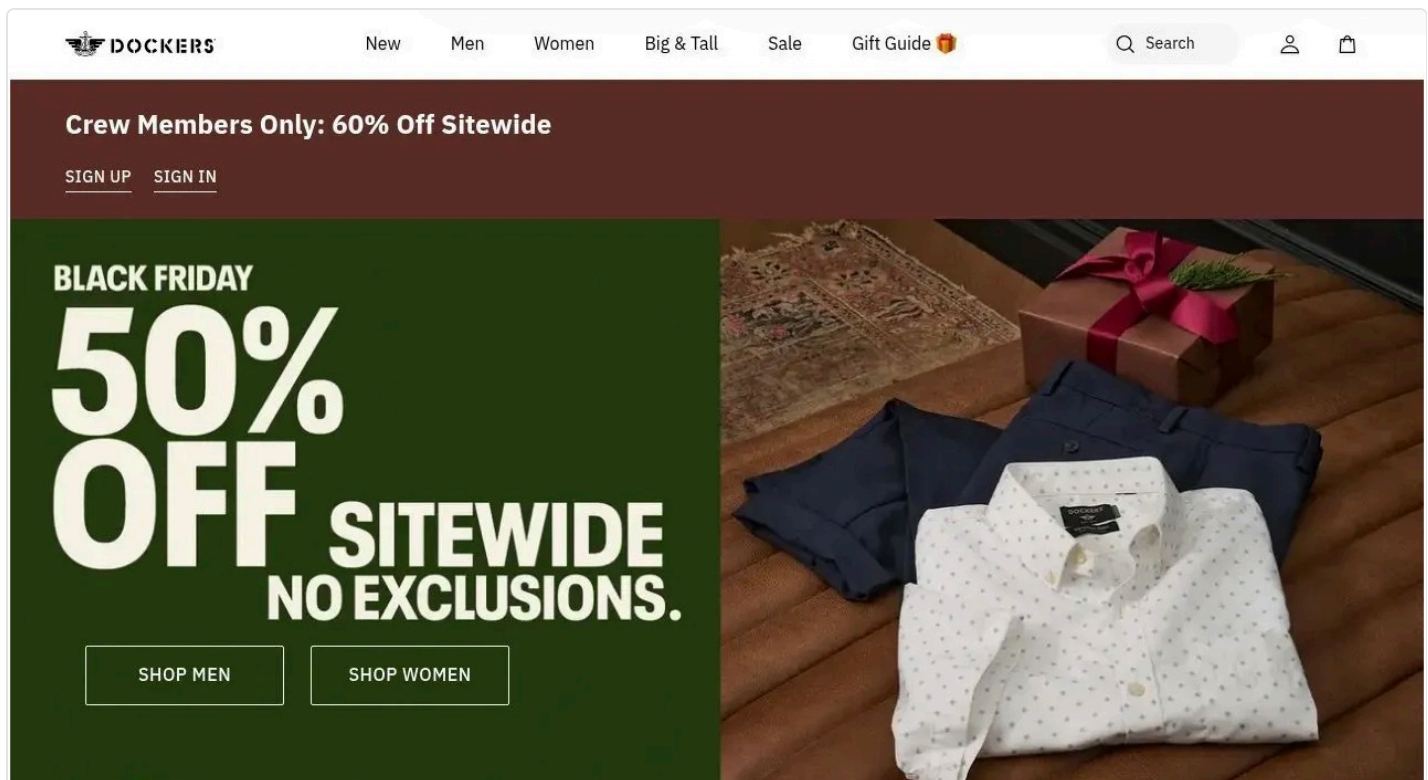


Distribution of casual menswear Black Friday sale mechanics by brand. n=22. Source: ShopVision.

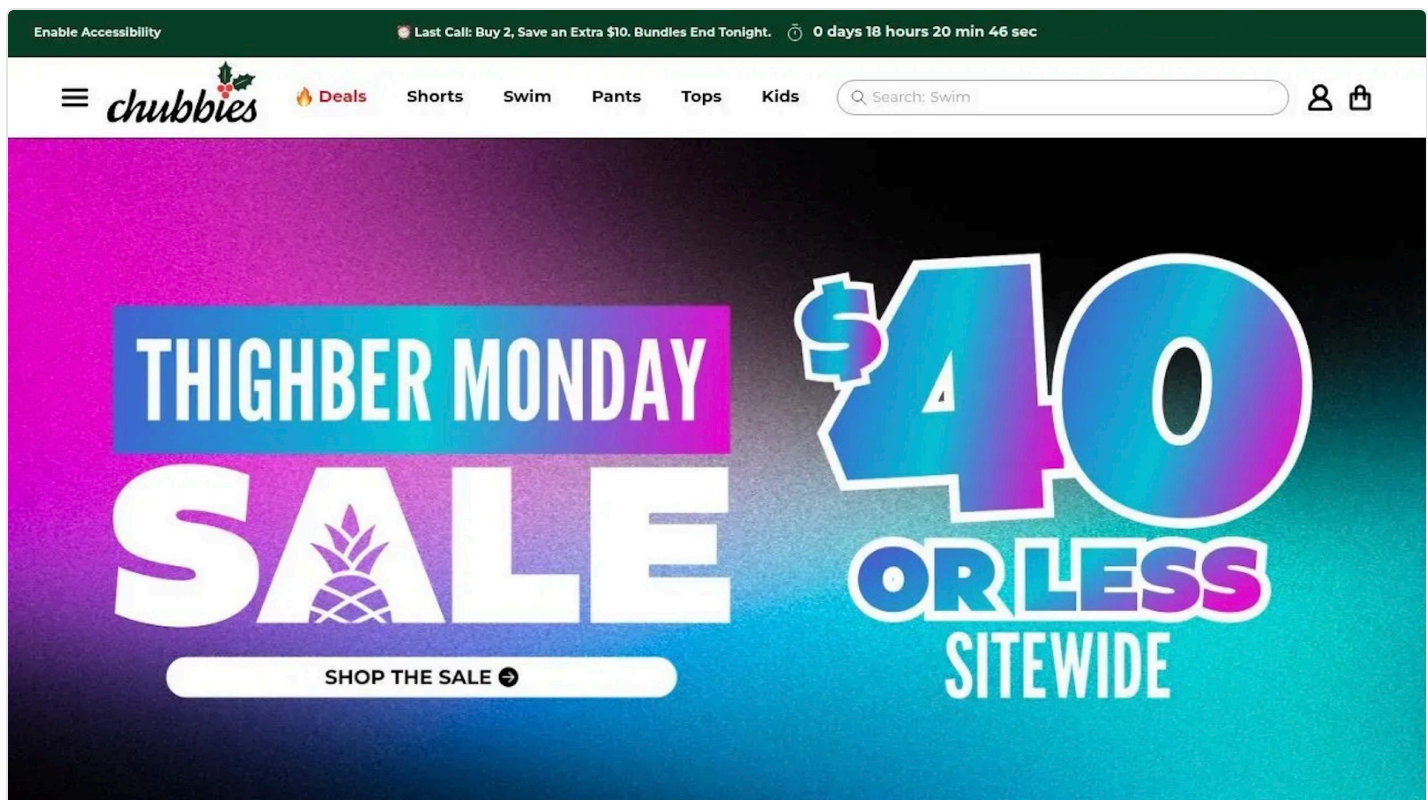
Sitewide splits 3 ways

16 of 18 ran some kind of sitewide-style discount, but the label hides the real split:

- **True flat sitewide** — **8.** Bonobos, Fair Harbor, Marine Layer, Mizzen+Main, Outerknown, Rhone, and Taylor Stitch held 25–30%; Dockers went to a flat 50% with no exclusions.
- **Select / "up to"** — **8.** Cuts, Faherty, Huckberry, Mack Weldon, Reigning Champ, Roark, Stio, and True Classic advertised a ceiling (up to 40–70%) that only the deepest-marked stock actually hit.
- **Price-point sitewide** — **1.** Chubbies swapped the percentage for a magic number: "everything \$40 or less."



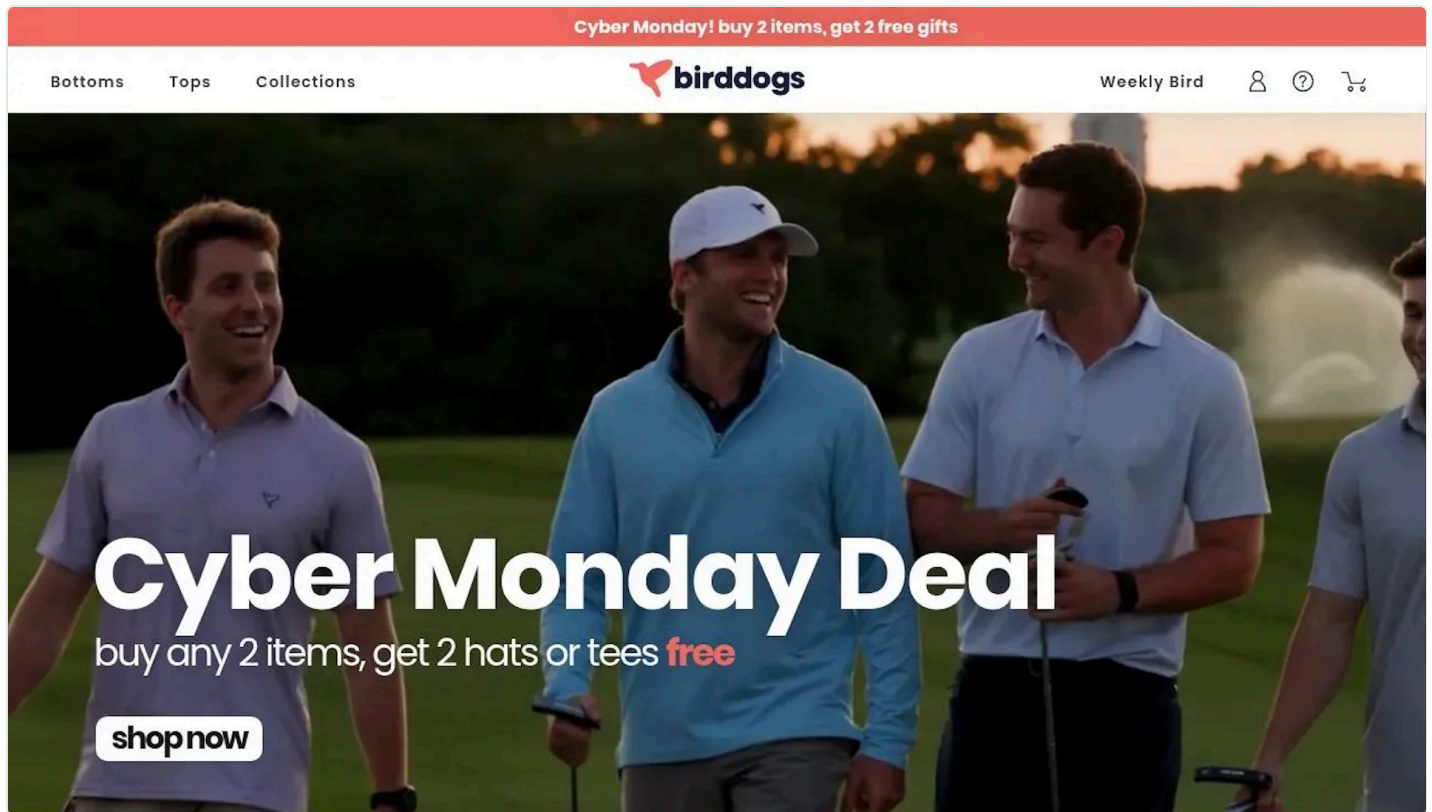
Dockers dared to deliver the deepest cuts: 50% off sitewide — emphasizing "No exclusions" on their homepage hero banner.



Chubbies adjusted prices across the entire catalog to \$40 or less, representing discounts of up to 70%.

Bird Dogs ran the only BOGO

Instead of discounting, Bird Dogs ran a sitewide BOGO: "Buy any 2 items, get 2 hats or tees free." This basket-building mechanic puts a twist on typical BFCM offers.

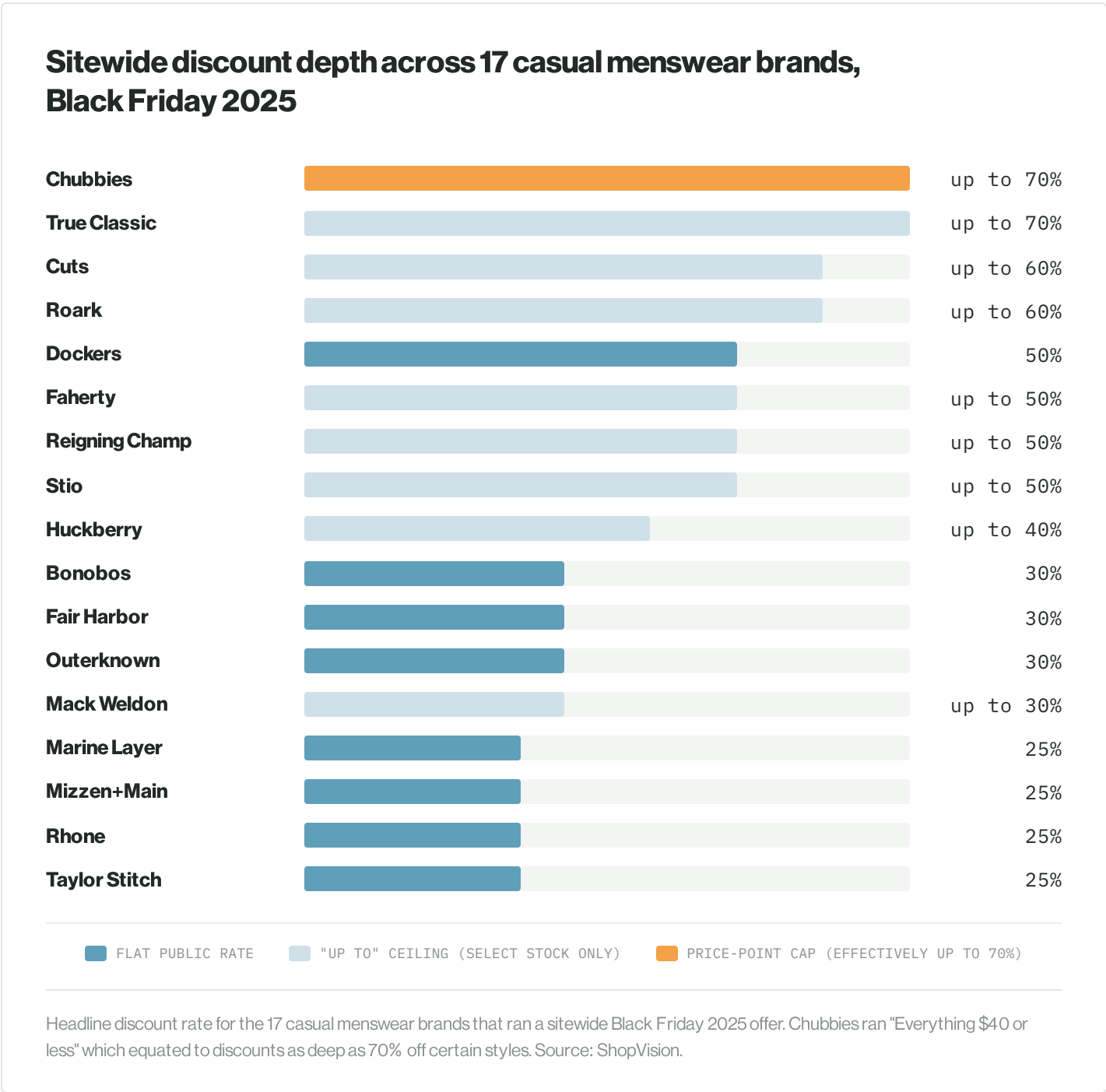


Bird Dogs' buy 2 get 2 offer replaced sitewide discounting in 2025.

* Full archive of every brand's daily desktop and mobile homepage captures available in ShopVision's Time Machine.

Hero headlines across the peer set

Most casual menswear brands keep true sitewide offers between 25-30%. Only Dockers dared to knock 50% off sitewide (with no exclusions).



Bird Dogs ran a BOGO offer only, and is excluded from the above chart.

3 brands went deeper than their sitewide rate

A handful layered a deeper clearance or category cut on top of the headline sitewide offer:

- **Stio.** A tiered Holiday Sale — up to 30% off current-season, up to 50% off past-season — steering the deepest cut onto carryover gear.
- **Faherty.** A "Second Wave" clearance tier up to 70% off select styles, running beneath its up to 50% off headline.
- **Marine Layer.** A category cut — up to 40% off cashmere and Cloud 9 fleece — layered over its 25% sitewide.

Spend more, save more

A few rewarded basket size instead of cutting a flat rate:

- **Cuts.** Buy More, Save More — buy 2 for 40% off, 3 for 50%, 5 for 60%.
- **Rhone.** 25% off everything, stepping up to 30% off orders \$300+.
- **Mack Weldon.** Up to 30% off everything, plus 20% off \$200+ / 25% off \$300+ thresholds.

Where membership moved the price

Membership mostly moved timing, not price (see Insight 01). 6 brands gated something behind a login, but only 1 moved the published rate:

- **Dockers.** The only deeper member rate — a flat 50% in public, 60% behind its Crew login.
- **TrueClassic.** Member-only "New Insiders" pack pricing.
- **Chubbies, Cuts, Roark, Reigning Champ.** Gated early access to the same discount levels the public would eventually get.

The creative mechanics

On top of the standing rates, a handful of brands layered additional promo offers during core weekend:

- **Stio** — rotating 24-hr Daily Drops across the weekend.
- **Outerknown** — sustainable sweats 40% off (Dec 1).
- **Chubbies** — "Buy 2, get an extra 10% off" on select categories (Nov 29).
- **TrueClassic** — "Lightning Flash Packs" up to 70% off ending midnight (Nov 28-30); free tee with any \$149 purchase (Nov 30).

Every brand's headline Black Friday offer

Brand	Type	Black Friday headline offer
Bird Dogs	BOGO	Buy 2 items, get 2 hats or tees free
Bonobos	Flat sitewide	30% off sitewide (deals from \$55, up to 45% off)
Chubbies	Price-point	Everything \$40 or less sitewide + up to 65% off select
Cuts	Select / "up to"	Up to 60% off + Buy More Save More (B2 40% / B3 50% / B5 60%)
Dockers	Flat sitewide	50% off sitewide, no exclusions (Crew members 60%)
Faherty	Select / "up to"	Up to 50% off select + Second Wave up to 70% off clearance
Fair Harbor	Flat sitewide	30% off sitewide
Huckberry	Select / "up to"	Up to 40% off rotating drops + per-brand discounts
Mack Weldon	Select / "up to"	Up to 30% off everything + 20% off \$200+ / 25% off \$300+
Marine Layer	Flat sitewide	25% off everything + up to 40% off cashmere & fleece
Mizzen+Main	Flat sitewide	25% off in-store & online
Outerknown	Flat sitewide	Furthest Reaches Sale: 30% off sitewide
Reigning Champ	Select / "up to"	Up to 50% off past & present + category waves
Rhone	Flat sitewide	25% off everything; 30% off \$300+ (CM: 50% off 500+ styles)
Roark	Select / "up to"	Up to 60% off + 2 for \$65 favorites
Stio	Select / "up to"	Up to 30% off current / up to 50% off past-season + daily drops
Taylor Stitch	Flat sitewide	25% off sitewide (Early Black Friday)
True Classic	Select / "up to"	Up to 70% off (pack & bundle pricing)

Primary sitewide or headline offer live during the Black Friday–Cyber Monday window (Nov 24–Dec 2). Source: Shop Vision.

TAKE INTO 2026 PLANNING

- 1 Sitewide or select?** The market doesn't lean aggressively towards sitewide discounts. Just as many brands ran "up to XX%" on select products. The question is how competitive is your headline percentage against your peers?
- 2 Is your headline offer enough?** Several brands ran multiple incentives during the BFCM stretch: BOGO, extra money off tiered spend, gift with purchase, deeper sale-on-sale offers. Which tactics are worth testing this holiday?

What kept momentum after Cyber Monday

Cyber Monday wasn't the finish line. 9 of the 18 kept a discount running through the gift-buying weeks — most holding a sitewide rate live under a new name, a few pivoting to category cuts, gifting, and multi-buy.



Menswear brands didn't churn the hero offer the way deal-heavy categories do — most set one Holiday Sale and held it, with fresh hooks arriving on a slower cadence. A closer look shows the seasonal strategy, brand by brand.

What each brand ran through December

Brand	Started	What launched
Chubbies	Dec 5	Extra 20% off the \$40 deals (code)
	Dec 8	Holiday Steals — up to 65% off select, held to year-end
Cuts	Dec 9	Sitewide Holiday Sale — up to 60% off (held to Dec 28)
Dockers	Dec 3	Wind-down — 50% off sitewide / 60% off Workday
	Dec 4	Multi-buy — 2 pants \$80 / 2 shirts \$40 / 2 shoes \$80
	Dec 23	Christmas week — buy 2 save 40% / 3+ save 50%

Brand	Started	What launched
Faherty	Dec 4	\$50 promotional e-gift card on \$300+
	Dec 12	20% off Cabin Comforts / cozy essentials
	Dec 19	Weekend — 20% off all men's shirts
Fair Harbor	Dec 3	30% off sitewide + up to 50% off select
	Dec 12	40% off favorite flannels
	Dec 20	15% off gift cards
	Dec 23	Extra 20% off already-reduced styles
Marine Layer	Dec 5	The Cozy Sale — 25% off (COZY)
	Dec 12	The Gifting Sale — 25% off (GIFTS) + winter items under \$100
Mizzen+Main	Dec 11	\$100 off every purchase of \$400+
Stio	Dec 7	Last Lap clearance — 30% off (LASTLAP)
True Classic	Dec 3	Holiday Sale — up to 60% off (held to Dec 22)

Distinct headline offers launched Dec 3–24 (Cyber Monday covered in Insight 02). Post-Christmas (Dec 24–31) activity appears in Insight 05. Source: Shop Vision.

9 brands stopped discounting after Cyber Monday:

- **Mack Weldon and Huckberry.** Kept selling with a gift-with-purchase — a free underwear 2-pack on orders \$200+, and a free gift on any purchase \$200+, respectively.
- **Roark.** Ran a discount only in its stores.
- **Bonobos, Rhone, Outerknown, Taylor Stitch, Reigning Champ, and Bird Dogs.** Let the discount lapse until after Christmas.

A note on gift cards

Once the shipping cutoffs passed, gift cards became the ships-instantly, last-minute gift across the set — standard practice online. 3 brands put a real incentive on the card itself:

- **Faherty.** A \$50 promotional e-gift card with any \$300+ purchase.
- **Fair Harbor.** 15% off gift cards.
- **Roark.** A tiered gift-card bonus — \$30 to \$75 on \$200–\$500 spend, in store.

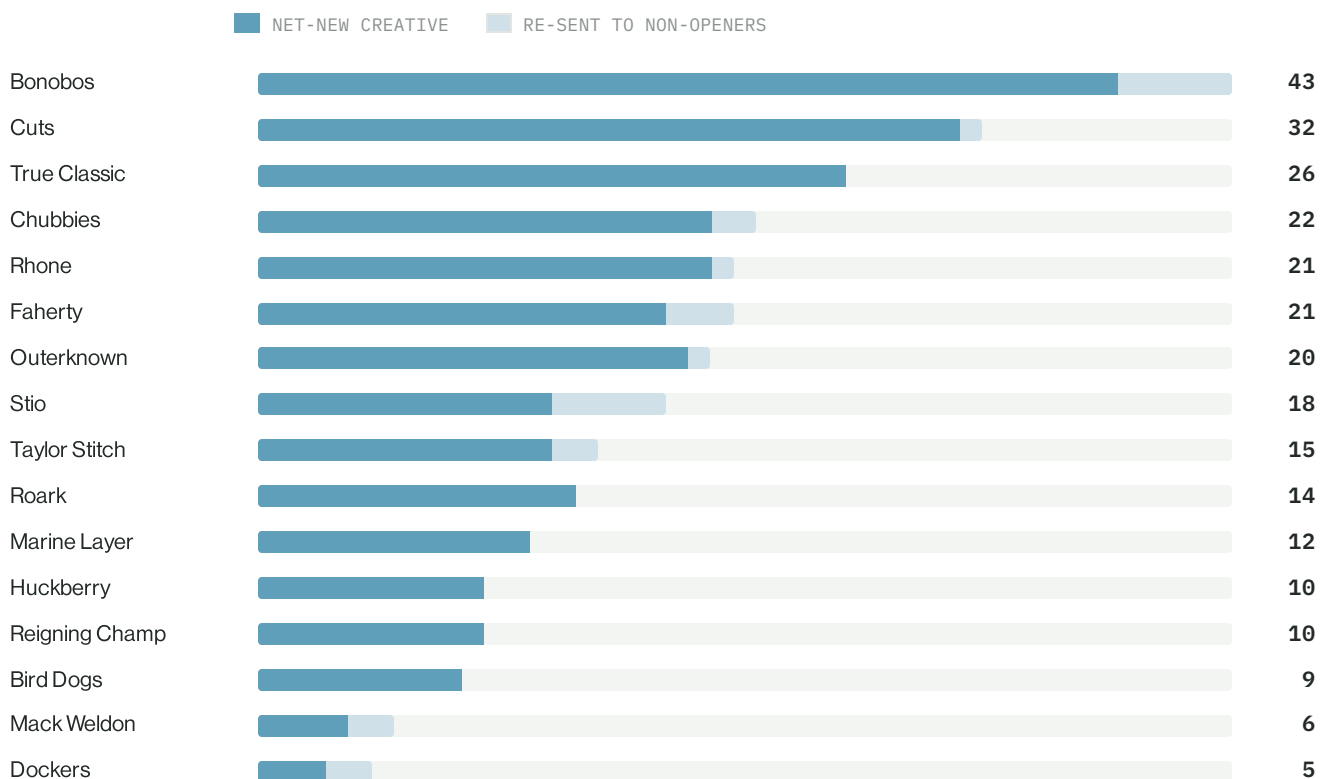
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- **Where could your calendar use another beat?** The gift-buying weeks are a second selling season, but most of this set coasted on a single held-over sale. The brands that kept momentum gave December its own hooks — a gifting sale, a category cut, a multi-buy — without cutting deeper. Which weeks of your December deserve a headline of their own?

The BFCM inbox, by the numbers

Across the 2 weeks around BFCM, 16 brands sent 284 emails — a steady build to twin peaks on Black Friday and Cyber Monday. The heaviest senders ran up to 4-5 emails a day. The most aggressive BFCM discounter (Dockers) was the least aggressive email marketer.

Casual menswear email volume leading up to BFCM 2025



Marketing emails sent per brand, Nov 20 – Dec 3, 2025, split into net-new creative vs the same creative re-sent to non-openers. Casual menswear segment. Source: ShopVision.

Note: Excluding Fair Harbor and Mizzen+Main.

Bonobos was the most aggressive marketer at 43 sends, followed by Cuts (32) and True Classic (26). At the other end, Dockers (5), Mack Weldon (6), and Bird Dogs (9) sent only a handful across the window.

Where the sending heat landed

Most brands ran a steady daily email — occasionally skipping a day, or bumping to 2 per day. Cuts, True Classic, and Chubbies turned up the heat on select days across the BFCM weekend; Bonobos ran hot from November 23 through December 3, resending 5 messages to non-openers during this time.

Casual menswear email volume by day leading up to BFCM 2025

	20	21	22	23	24	25	26	27	BF 28	29	30	CM 1	2	3	TOT
Bonobos	1	1	1	3	3	4	3	4	5	4	4	4	3	3	43
Cuts	1	2	1	1	2	1	2	2	5	4	2	3	4	2	32
True Classic	1	1	1	1	1	1	1	1	3	5	2	3	3	2	26
Chubbies	1		1		1		1	3	2	3	2	4	2	2	22
Rhone	1	1	1		1	2	1	1	3	2	1	3	2	2	21
Faherty		3	1	2	1	1	2	1	2	2	1	2	3		21
Outerknown	3		1	1	2			2	2	1	2	3	3		20
Stio		1			2	2	2	1	1	2	2	2	2	1	18
Taylor Stitch	1			1	2	1	1	1	2	1	1	2	1	1	15
Roark	1	1	1	1	1		1		3	2	1	1	1		14
Marine Layer	1	1		1			1	1	2	1	1	2		1	12
Huckberry	1			1	1	1		1	2			2	1		10
Reigning Champ			1	1	1	1	1	1	1	1	1	1			10
Bird Dogs	1		1				1	1	1	1	1	1		1	9
Mack Weldon							1	3	1	1					6
Dockers									2			2		1	5
INBOX TOTAL	13	11	10	13	18	14	18	23	37	30	21	35	25	16	284
	1	2	3	4	5	EMAILS / DAY									

Marketing emails per brand per day leading up to BFCM. Casual menswear segment. Source: ShopVision.

Read as a calendar, the pattern is a steady build: set-wide volume runs around 10–18 sends a day through the pre-Thanksgiving week, then nearly doubles across the weekend — cresting at 37 on Black Friday and 35 on Cyber Monday.

The big opportunity most of this peer set missed was re-sending to non-openers on Black Friday and Cyber Monday. Most inboxes get flooded with sends from multiple brands and retailers on these 2 peak dates. Even one resend can help 'bump' you back to the top of the inbox for a brief time.

The top re-senders

24 of the 284 sends — about 1 in 12 — were re-blasts of the same creative to non-openers.

- **Stio** leaned on it hardest, re-firing 5 of its 18 sends as next-day "daily drops."
- **Bonobos** resent only 5 messages out of 43 blasts, leaving 38 unique creatives.

- **Faherty** resent 3 times — twice on Nov 21 and once on Dec 2.
- **Dockers** resent emails only on Black Friday and Cyber Monday.
- **Taylor Stitch** was the most literal — it forwarded its own campaign to non-openers under a "Re:" subject.

At the other end, True Classic, Roark, Marine Layer, Huckberry, Reigning Champ, and Bird Dogs ran every send net-new.

✳ For the full list of email sends across the core Black Friday–Cyber Monday window (Nov 27–Dec 2), see Appendix A.

A setup move worth noting

True Classic's 5-email Saturday is the personality outlier of the set — and notably, all 5 were distinct creatives, not re-blasts: *"Critical Low Stock Alert,"* then *"Sorry our site crashed earlier,"* then *"I panicked and blamed you, cover for me,"* and *"Please don't tell my finance team."* Manufactured urgency wrapped in first-person comedy — a different lever than re-sending the same email under a new subject. Whether it charms or exhausts is a brand-voice call, but it got noticed in an inbox where nearly everyone else just said 30% off.

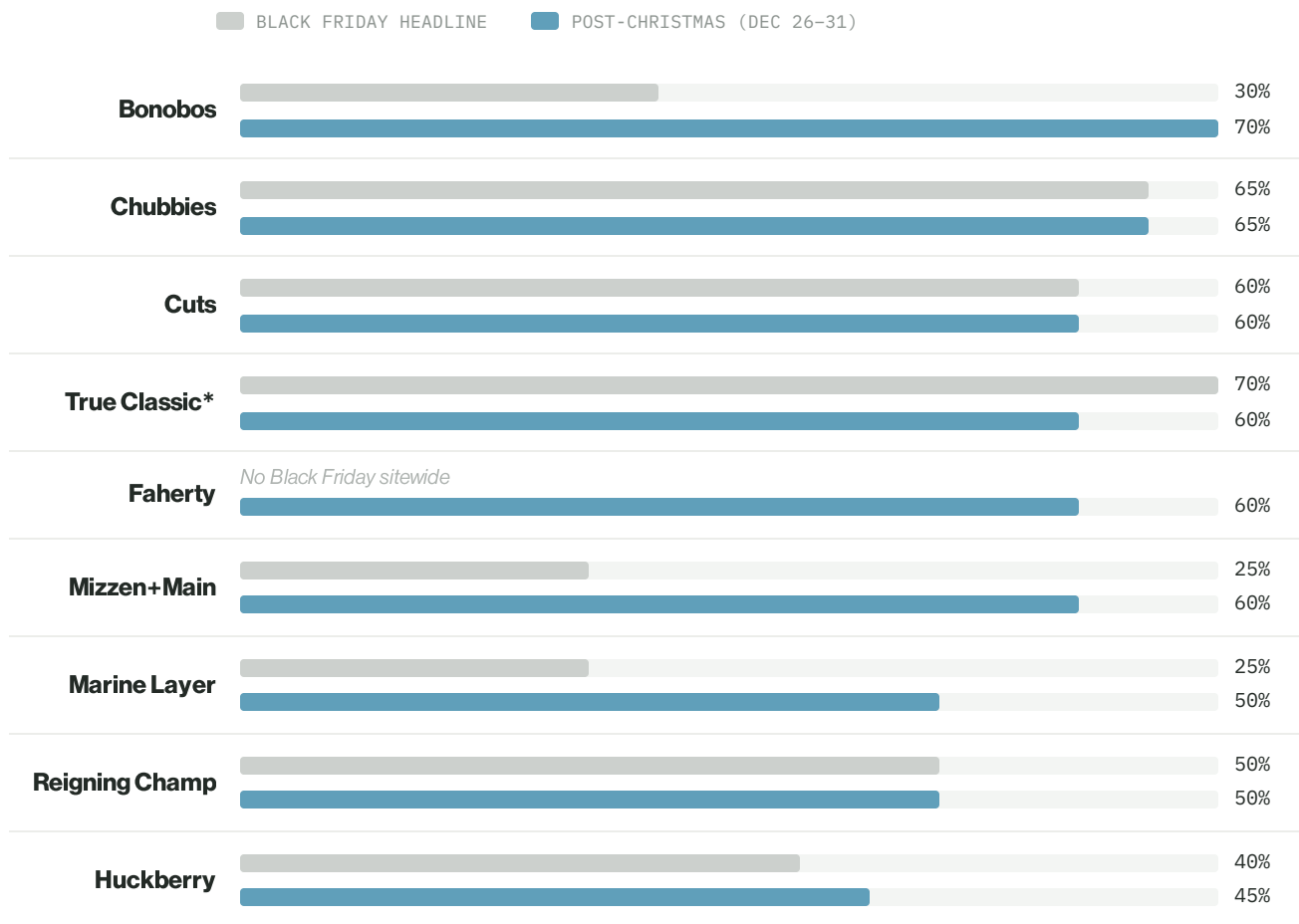
TAKE INTO 2026 PLANNING

- **Will your email playbook change?** Now that you see the market head-to-head, where do you want to compete harder for the inbox? Most brands send at least 1 message daily. BFCM may warrant resends to non-openers to maintain visibility.

After Christmas, the year-end clearance pivot

The last week of 2025 wasn't a lull — 9 of the 18 tracked brands ran promotional discounts, most matching or beating their Black Friday headline. The other 9 had wrapped up their offers by Christmas.

Post-Christmas 2025 promotional depth: casual menswear



*True Classic offered an additional 10% off 3+ clearance items.

Peak advertised discount, Black Friday vs post-Christmas (Dec 26–31), for the casual menswear brands that ran a year-end sale. Source: ShopVision.

9 brands in this peer set ran no post-Christmas discount: Bird Dogs, Dockers, Fair Harbor, Mack Weldon, Outerknown, Rhone, Roark, Stio, Taylor Stitch.

The brands that went deep throughout the season — Cuts, Chubbies, Reigning Champ — held their "up to" ceilings just as high, while True Classic eased off, from up to 70% to up to 60% (plus an extra 10% on 3+ clearance items).

3 brands stacked sale-on-sale

A few layered an extra cut on already-reduced stock:

- **Bonobos.** up to 70% off + an extra 30% off sale (Season Finale)
- **TrueClassic.** up to 60% off + an extra 10% on 3+ clearance items (End of Year Clearance)
- **Faherty.** an extra 20% off all sale styles (Semi-Annual) — on a sale base already up to 60%

Who kept going, who bowed out

The brands that kept discounting were mostly the Insight 03 crew, with a clean swap — 3 came back, 3 stepped away:

- **Never stopped discounting — 6.** Chubbies, Cuts, Faherty, Marine Layer, Mizzen+Main, True Classic — discounting from Dec 3 straight through year-end.
- **Came back after pausing discount events — 3.** Bonobos, Huckberry, Reigning Champ — quiet after Cyber Monday, then re-entered with a year-end sale.
- **Bowed out after mid-December — 3.** Dockers, Fair Harbor, Stio — ran a December sale but no distinct year-end event.
- **Dark all December — 6.** Bird Dogs, Mack Weldon, Outerknown, Rhone, Roark, Taylor Stitch — no discount after Cyber Monday (shipping, gift-with-purchase, or in-store only).

What each brand pivoted to

Brand	Started	What launched
Bonobos	Dec 30	Season Finale — up to 70% off + extra 30% off sale
Chubbies	carried	Holiday Steals — up to 65% off select, held through year-end
Cuts	Dec 26	Mystery Box — 4 shirts for \$100
	Dec 27	Bundle clearance — 40–60% off
	Dec 31	24-hour sitewide flash — 20% off
Faherty	Dec 26	Semi-Annual Sale — extra 20% off all sale styles
Huckberry	Dec 26	See You Out There (SYOT) Sale — up to 45% off
Marine Layer	Dec 24	The Retail Therapy Sale — up to 50% off
Mizzen+Main	Dec 29	Last Chance Styles — up to 60% off

Brand	Started	What launched
Reigning Champ	Dec 25	Year-end sale — up to 50% off (through Jan 4)
True Classic	Dec 26	Year-end Sale — up to 60% off
	Dec 26	End of Year Clearance — up to 60% + extra 10% on 3+ clearance items

Distinct post-Christmas sale events, Dec 24–31. Source: Shop Vision.

TAKE INTO 2026 PLANNING

- **How will your home stretch headlines compare?** Consumers know after Christmas is a great time to snag great bargains. Will your offer stand out in their inbox and social feeds against your peers? Will you try sale-on-sale, mystery boxes, bundle deals, or extra % off X+ clearance items to send old stock packing?

Want to drill deeper into this data?

ShopVision holds the deepest competitive intelligence dataset in digital commerce. The report you just read is one slice of one peer set across one quarter — every promotional event verified at the source from the brand's own public copy.

What ShopVision shows you next

Your own peer set, your own granularity. Define the data set that matters to your team — follow competitors, retail partners, wholesalers, owned brands, specific country domains, or any site you want to monitor.

Ask your own questions of the data. This report is one cut of the dataset. ShopVision lets your team drill into the brands, channels, campaigns, and time periods that matter to you — then turn the findings into intelligence briefs, competitor teardowns, creative swipe files, and data-backed slides.

Every season, every business case. BFCM is one moment. ShopVision tracks every competitor move across promotions, email, ads, social, pricing, and catalog dynamics to support year-round planning, benchmarking, and strategy.

See the moves shaping your market.

Your competitors are making moves every day across pricing, promotions, ads, email, social, catalog, and wholesale channels. ShopVision helps your team turn those signals into sharper strategies, faster decisions, and stronger seasonal planning — not just during BFCM, but every week of the year.

[Book a demo at shopvision.ai →](#)

How this report was built

Data source. ShopVision tracked promotional events, marketing emails, and homepage banners across 18 casual menswear brands over the Q4 2025 observation window. Every promotional event was classified from the brand's own public copy across those signals.

Window. October 1 – December 31, 2025 (92 days; 13 weeks).

Holiday-framing filter. Insight 01 timing counts only events the brand itself framed as Holiday / Black Friday / Cyber, or that ran inside the BFCM event window (Nov 19 – Dec 2) as a sitewide, category, or threshold discount. Non-Holiday Q4 sales and standing offers are excluded from the timing read.

Classification. Events were classified into a standard mechanic taxonomy. Standing baseline offers — sign-up incentives, year-round free-shipping thresholds, standing loyalty and card-member rates, and student or military verification discounts — are treated as baseline and excluded from the promotional read. New-product launches and collaborations are not treated as Black Friday mechanics in this peer set. Editorial gift guides and price-point gift groupings are excluded; a promotional catalog-wide price ceiling (Chubbies' "\$40 or less" sitewide) is counted as a sitewide mechanic.

Peer set included

Bird Dogs	birddogs.com	Marine Layer	marinelayer.com
Bonobos	bonobos.com	Mizzen+Main	mizzenandmain.com
Chubbies	chubbiesshorts.com	Outerknown	outerknown.com
Cuts	cutsclothing.com	Reigning Champ	reigningchamp.com
Dockers	us.dockers.com	Rhone	rhone.com
Faherty	fahertybrand.com	Roark	roark.com
Fair Harbor	fairharborclothing.com	Stio	stio.com
Huckberry	huckberry.com	Taylor Stitch	taylorstitch.com
Mack Weldon	mackweldon.com	True Classic	trueclassictees.com

The BFCM inbox in full

Every marketing email sent by the peer set across the core Black Friday–Cyber Monday window, November 27 to December 2, 2025, listed in full and ordered by send time (UTC). Source: ShopVision.

Time(UTC)	Brand	Subject
NOVEMBER 27		
00:43	Bonobos	Black Friday: 30% Off The Best Pants RE-SEND
01:02	Chubbies	EVERYTHING IS \$40 OR LESS ⚡
01:03	Stio	Don't Miss It: Up To 30% Off RE-SEND
01:22	Huckberry	tick. tick. tick. tick. tick. tick. tick. tick.
02:40	Cuts	Gifting Season is HERE - Up to 60% Off Sitewide
04:00	Mack Weldon	SECRET SALE: Up to 65% off.
12:43	Bonobos	30% Off New Sweaters & Pants
13:16	Rhone	We're grateful for you
13:30	Faherty	Happy Thanksgiving, From the Fahertys
14:17	Outerknown	30% Off All Styles Sitewide is ON
15:20	Bonobos	30% Off to Fill Your Closet
16:00	Mack Weldon	And the #1 Black Friday style is...
16:15	True Classic	24 Hours Only: Your Order Could Be Free
17:00	Reigning Champ	Black Friday Forecast: Outerwear Up To 50% Off
17:07	Chubbies	Today Only: \$25 Neon Lights Styles 🌟
17:15	Bird Dogs	We Entered a Float in the Parade
18:15	Chubbies	Turkey, Stuffing and BLACK FRIDAY DEALS
18:38	Mack Weldon	Enclosed: 20% off from Mack Weldon.
18:45	Marine Layer	Don't Forget to Kiss the Cook...

Time(UTC)	Brand	Subject
19:54	Bonobos	30% Off Our Best Sellers
20:08	Cuts	Happy Thanksgiving from the Cuts Team
21:17	Outerknown	30% Off All Men's Pants & Shorts
23:04	Taylor Stitch	Heritage Denim
NOVEMBER 28		
00:30	Rhone	25% off the holiday shop
01:34	Bonobos	Don't Miss \$77 Weekday Warrior Dress Pants
01:36	Huckberry	The 50 Best Holiday Songs of All Time
02:01	Roark	Thanks for Being Part of the Journey!
02:03	Chubbies	Neon Lights for \$25? Gobble gobble, baby.
02:08	Cuts	LIVE NOW Up to 60% Off Sitewide
04:16	True Classic	76% Of Today's Flash Deals Have Been Claimed
06:38	Mack Weldon	Your 20% off beckons... RE-SEND
08:08	Cuts	Black Friday Is HERE Up to 60% Off Everything
11:16	Rhone	Everything's up to 30% off
11:35	Roark	Up to 60% OFF — New Styles + Free Gift With Purchase \$125+
11:45	Marine Layer	25% OFF (!) WE NEVER DO THIS
12:43	Bonobos	It's Black Friday: 30% Off Sitewide + Up to 70% Off Sale
13:00	Faherty	Black Friday's Never Been This Tempting
13:05	Cuts	Your Black Friday Wake Up Call
13:15	Dockers	50% OFF SITEWIDE
13:40	Stio	Black Friday Only: Up To 30% Off Lifestyle Favorites
15:17	Outerknown	ALL Styles, ALL On Sale, Only ONCE A Year

Time(UTC)	Brand	Subject
16:01	Taylor Stitch	Black Friday Starts Now
16:13	True Classic	Our Craziest Black Friday Deals Ever
16:33	Bonobos	Up to 70% Off Sale Pants & Jeans
17:02	Reigning Champ	Breaking News: Your Sale Favourites Are Back
17:14	Cuts	NOW LIVE: Black Friday Collection
17:45	Bird Dogs	BUY 2 GET 2 (FREE hats or tees)
18:02	Bonobos	The Original Chino Now Just \$70 + Deals From \$55
18:15	Rhone	25% off pants, 30% off \$300+
19:06	Chubbies	\$25 Swim Trunks TODAY ONLY?
19:13	Dockers	Time to shine... Take 50% Off Sitewide!! RE - SEND
20:01	Faherty	It's On: \$149 Legend Sweaters Shirts
20:33	Bonobos	Up to 70% Off Sale + 30% Off Almost Everything Else
21:08	Cuts	Black Friday Bundles 40-60% Off
21:17	Outerknown	Wait...\$98 Blanket Shirts?!
21:20	Huckberry	This Ultralight Cooler Never Goes on Sale (Until Now)
22:15	Marine Layer	■ BLACK ■ FRIDAY ■ ENDS ■ MIDNIGHT ■
23:03	Taylor Stitch	Re: Black Friday Is Live RE - SEND
23:15	True Classic	Few Hours Left: Up To 70% Off Lightning Flash Packs
23:55	Roark	Limited Time: Free Travel Case While Supplies Last
NOVEMBER 29		
00:02	Faherty	Black Friday's Never Been This Good
00:09	Chubbies	!! ALL NFL STYLES NOW \$40 !!
00:43	Bonobos	Up to 70% Off Sale Pants Going Fast RE - SEND

Time(UTC)	Brand	Subject
01:08	Cuts	Almost Over: Black Friday Sale
01:35	Stio	Last Chance For Extra Black Friday Savings
02:02	True Classic	Please don't tell my finance team
02:15	Rhone	Still going: 25% off everything RE-SEND
02:38	Cuts	Black Friday's Almost Over... Up to 60% Off Sitewide
03:38	Cuts	Final Hours of Black Friday RE-SEND
05:00	True Classic	Sorry our site crashed earlier!!!!!!!!!!!!!!!!!!!!!! 😞
06:26	Chubbies	FINAL HOURS of \$25 Swim. Your cart knows what to do.
06:37	Mack Weldon	Don't miss out on our Black Friday Event. RE-SEND
12:15	Rhone	Moving fast: See what everyone's getting
12:43	Bonobos	Black Friday Continues...
13:40	Stio	Our Warmest Down, Now For Less
14:17	Marine Layer	The Black Friday Sale EXTENDED (!)
14:17	Outerknown	30% Off Sitewide Happening Now
15:01	Faherty	1 Day Left: Black Friday Ends Soon
15:11	True Classic	I panicked and blamed you, cover for me
16:05	Bonobos	Up to 70% Off Sale Is Happening Now RE-SEND
16:06	Roark	Introducing The Camo Passenger 27L Backpack — Limited Run, Online Exclusive
17:00	Reigning Champ	3 Days Left Black Friday Ends Soon
17:08	Cuts	Black Friday Extended Up to 60% Off
17:45	Bird Dogs	2 FREE Gifts w/ 2+ Item Orders
18:26	Chubbies	BUNDLES ARE BACK: Buy 2 & Get An Extra \$10 Off 🍷
20:01	Taylor Stitch	A Hand-Knit Heirloom

Time(UTC)	Brand	Subject
20:06	Bonobos	30% Off Our Coolest Pants
20:10	True Classic	GET A FREE TEE
21:01	Roark	The On The Range Western Shirt Is Back!
23:10	True Classic	Critical Low Stock Alert 
NOVEMBER 30		
00:03	Outerknown	30% Off Responsibly Built Sweaters
00:53	Bonobos	Post-Meal Deals: Up to 70% Off
01:08	Cuts	Bundle & Save Big with 40-60% Off
01:45	Stio	Don't Miss This Deal On Down! 
02:08	True Classic	Help!! I added more items to the sale by mistake!!!
02:30	Chubbies	 ICYMI: Bundles are Back + Everything is \$40 or Less 
11:15	Rhone	It's on: 50% off 500+ styles
12:43	Bonobos	Sale's Ending Soon: 30% Off Won't Wait
13:03	Faherty	Last Chance: 50% Off Ends Tonight
13:40	Stio	Our Coziest Daily Drop
14:17	Outerknown	30% Off Sitewide—And It's Not Even Monday
15:09	True Classic	Ends Soon: Save Up to 70% on Essentials
16:05	Bonobos	Shop 30% Off While You Can
16:16	Bird Dogs	Get Ahead on Holiday Shopping!
17:00	Reigning Champ	The Black Friday Event Ends Tomorrow
17:08	Cuts	Black Friday Ends Today
17:31	Chubbies	Last Chance for Bundle Savings 
19:30	Roark	Don't Miss Black Friday Savings...Up to 60% Off

Time(UTC)	Brand	Subject
20:08	Bonobos	ENDSSOON: Pants In Your Size @ up to 70% Off
21:15	Marine Layer	25% OFF <i>LITERALLY</i> EVERYTHING
23:03	Taylor Stitch	Stitch by Stitch
DECEMBER 1		
00:11	True Classic	Low Stock Alert 🛑 Some Styles Are Already Gone
00:16	Rhone	50% off the online drops
00:43	Bonobos	Almost Over: 30% Off Sitewide + Up to 70% Off Sale RE-SEND
01:18	Huckberry	'Inadvisable' —Our CFO
01:20	Stio	Reminder: Extra Fleece Savings End Tonight RE-SEND
01:45	Outerknown	Right Now: 30% Off Outerknown Jackets
02:01	Chubbies	LAST CALL: Scoop 2, Save \$10 !! RE-SEND
02:08	Cuts	FINAL HOURS - Black Friday Sale
05:01	Faherty	Cyber Monday: Up to 60% Off + More
11:15	Rhone	Our biggest sale of the year
12:15	Marine Layer	🤖 Cyber Monday GET 25% OFF 🤖
12:43	Bonobos	30-70% Off Sitewide for Cyber Monday
13:40	Stio	It All Ends Tonight
14:02	Faherty	Just for Cyber Monday Legends Are \$129
14:15	Cuts	LIVE Cyber Monday Is Here
14:17	Outerknown	Today Only! 40% OFF Lounge Styles?
14:23	Dockers	CYBER MONDAY: 60% Off Sitewide!
14:45	Roark	Cyber Monday Exclusives: The Bolo Collection
15:11	True Classic	New Deals Are ON ⚡ Cyber Monday Specials

Time(UTC)	Brand	Subject
16:05	Taylor Stitch	Final Hours for 20% Off
16:07	Chubbies	⚡ EVERYTHING. IS. ON. SALE. ⚡
16:16	Rhone	50% off the best of the best
16:33	Bonobos	Pants & Jeans: Last Day for 30-70% Off
18:31	Chubbies	NEW !! \$30 Steals Just Dropped !!
19:17	Huckberry	ONE. MORE. BELL.
20:08	Cuts	A huge thanks to our extended Cuts family
20:42	Bonobos	Last Chance: 30% Off Pants
21:00	Reigning Champ	Last Chance: Up to 50% Off Ends Tonight
21:13	Dockers	60% Off Sitewide - FINAL HOURS! RE-SEND
22:16	Marine Layer	FINAL HOURS of 25% Off
22:16	Bird Dogs	LAST CALL: Buy 2 Get 2 Free Gifts
22:17	True Classic	24 Hours Only: Cyber Monday Is On
22:17	Outerknown	40% Off Sweats? Last Chance!
22:30	Chubbies	🦋 \$25 Collared Shirts — Today Only
23:02	Taylor Stitch	Re: Final Hours for 20% Off RE-SEND
DECEMBER 2		
00:04	Faherty	Your Cyber Monday Cheat Code
00:31	Rhone	Styles \$100 and under
00:43	Bonobos	Cyber Monday Deals from \$55
01:11	Cuts	LAST CALL - Up to 60% OFF
01:15	Roark	Last Chance: Cyber Monday Up to 60% Off
01:31	Outerknown	Last Call—40% Off Sustainable Sweats RE-SEND

Time(UTC)	Brand	Subject
01:38	Stio	Holiday Sale Ends At Midnight
01:55	True Classic	Cyber Monday Is Almost Over
03:02	Chubbies	📣🔥 LAST CALL FOR THIGHBER DEALS 🔥📣
03:38	Cuts	Cyber Monday Last Chance 40-60% Off
04:05	True Classic	Last Chance ⚡ Cyber Monday Deals Are Going Away...
05:38	Cuts	FINAL HOURS ⚡ CYBER MONDAY SALE
12:43	Bonobos	Now Extended: Up to 70% Off Sitewide
13:04	Faherty	Cyber Monday Final Hours: Up to 60% Off
13:05	Huckberry	\$1,512,000.00
13:15	Rhone	Shop by color
13:45	Stio	We're Giving \$10K to Protect Our Winters
14:17	Outerknown	A Deal That Gives Back to the Ocean
15:06	True Classic	Extended ⚡ New Cyber Flash Deals
18:01	Bonobos	Last Chance: 30-70% Off Sitewide RE - SEND
18:03	Chubbies	We Couldn't Say Goodbye... Thighber Monday Lives Another Day
18:38	Cuts	LAST DAY TO SAVE
21:17	Outerknown	Sale Ends Tonight, Every Purchase Gives Back
22:00	Faherty	Your Last Chance: Cyber Monday Ends Tonight RE - SEND
23:04	Taylor Stitch	Indigo, Three Ways