

SHOPVISION MARKET INTELLIGENCE REPORT

Modern Furniture + Home Black Friday Benchmark:

How 28 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, ShopVision tracked every promotional move 28 top modern furniture and home retailers made — when Black Friday sale events went live, how deep the discounts went, how they framed offers, and how hard they pushed the inbox.

What follows is a peer-informed reference: a clear picture of what the market did, giving you the context to benchmark your timing, offers, and promotional strategy for Holiday 2026.

What we saw

- **17 of 28 brands ran a staged escalation** — an early opener at moderate depth, then a deeper "true BF" event for the weekend. 7 started in October. This was a deliberate merchandising calendar move, not just an early start.
- **17 of 28 brands put the whole site on sale** — whether through flat or variable (up to X% off) discounts. The 4 largest omnichannel retailers (Pottery Barn, Crate & Barrel, West Elm, CB2) limited sale pricing to select products.
- **True member gating was rare.** Only 2 brands genuinely gated their BF deals behind membership (Floyd Home with extra discount depth, Jonathan Adler with a 2-day head start).
- **Only 12 of 28 brands leaned into gifting, entertaining, or seasonal decor.** The rest ran BF as a furniture sale — no holiday merchandising angle.
- **Email volume varied 20x during the BF window (Nov 21 through Dec 7).** The Pottery Barn family sent 194 emails across 3 sub-brands. Blu Dot sent 10.

28	13	8,000+	Q4 2025
HOME FURNISHINGS BRANDS	WEEKS TRACKED	DATA POINTS ANALYZED	OBSERVATION WINDOW

The holiday season started in October.

7 brands had explicit Black Friday messaging in October. By the first week of November, half the peer set was live. But the opening offer was rarely the headline event. 17 brands ran a visible escalation: an early-access opener at moderate depth, followed by a deeper "true BF" event closer to the weekend.

Holiday 2025: When each brand launched its early event and true Black Friday event.



Each brand's first Black Friday-framed event and true BF event with deepened offer, by launch date. Source: ShopVision.

The October wave

- **Inside Weather (Oct 15).** First mover. "Shop Black Friday before everyone else: up to 60% off" for 44 consecutive days without deepening.

- **BenchMade Modern (Oct 25).** "Early Access: Save 25% sitewide," paused Nov 5-12, relaunched. Escalated to "up to 60% off" Nov 26. 32-day arc.
- **Castlery (Oct 27).** Tiered "BF Early Access" (\$150 off \$1,500 / \$280 off \$2,500 / \$600 off \$4,500). Upsized to \$650 off on Nov 24.
- **Burrow, Joybird (Oct 30).** Burrow: 30% sitewide, escalated to 40% then 70%. Joybird: "BF Preview 45% + 30% sitewide," stepped to 35% by Nov 14.
- **AllModern, Joss & Main (Oct 31).** Staged arc: Friends + Family (60%) mid-Oct, "Big Sale of the Year" (70%) Oct 26, "BF Early Access" (50%) Oct 31, "BF Starts Now" (70%) Nov 20.

The November 1-5 cluster

- **Serena & Lily (Nov 1).** "Sale of the Year: up to 40%" flipped to "THE BLACK FRIDAY EVENT: 25% sitewide" Nov 21, then "Sale of the Year Ends Soon." 3 names, one promotion.
- **Crate & Barrel (Nov 3).** "Early Black Friday: up to 30%" became "BF STARTS NOW: up to 50% + free shipping" Nov 19. 20-point jump.
- **Living Spaces (Nov 3).** "BF Clearance: Hottest Deals" with Thanksgiving countdown. Flipped to "BF Doorbuster Event" Nov 24.
- **West Elm (Nov 5).** 3 phases in 19 days: "Winter Edit" (50%) to "Early BF" (60%) to "THE BF SALE" (70% + extra 20% select).

The November 13-20 arrivals

- **Arhaus (Nov 13).** 9-day escalation: 30% off \$2,000+ to "THE BLACK FRIDAY SALE: 40% off" Nov 22.
- **Pottery Barn (Nov 15).** "Early BF: up to 60%" to "NEW DEEPER DEALS: up to 70%" Nov 26.
- **Lulu and Georgia (Nov 20).** Last BF-branded entrant. Ran holiday price drops from Nov 1 without BF naming.

The holdouts

- **RH.** Never used BF language. "Members Save 30% on Everything Every Day" is their year-round model.
- **Room & Board.** Standing clearance at 20-50% off. No BF or CM language.
- **IKEA.** Family loyalty bonus (\$10 per \$100, Nov 16-26) alongside Winter Holiday Shop. No BF naming.

The Cyber Monday extension

Nearly every brand that ran a Black Friday event extended it. The question was not whether to extend, but how to frame it.

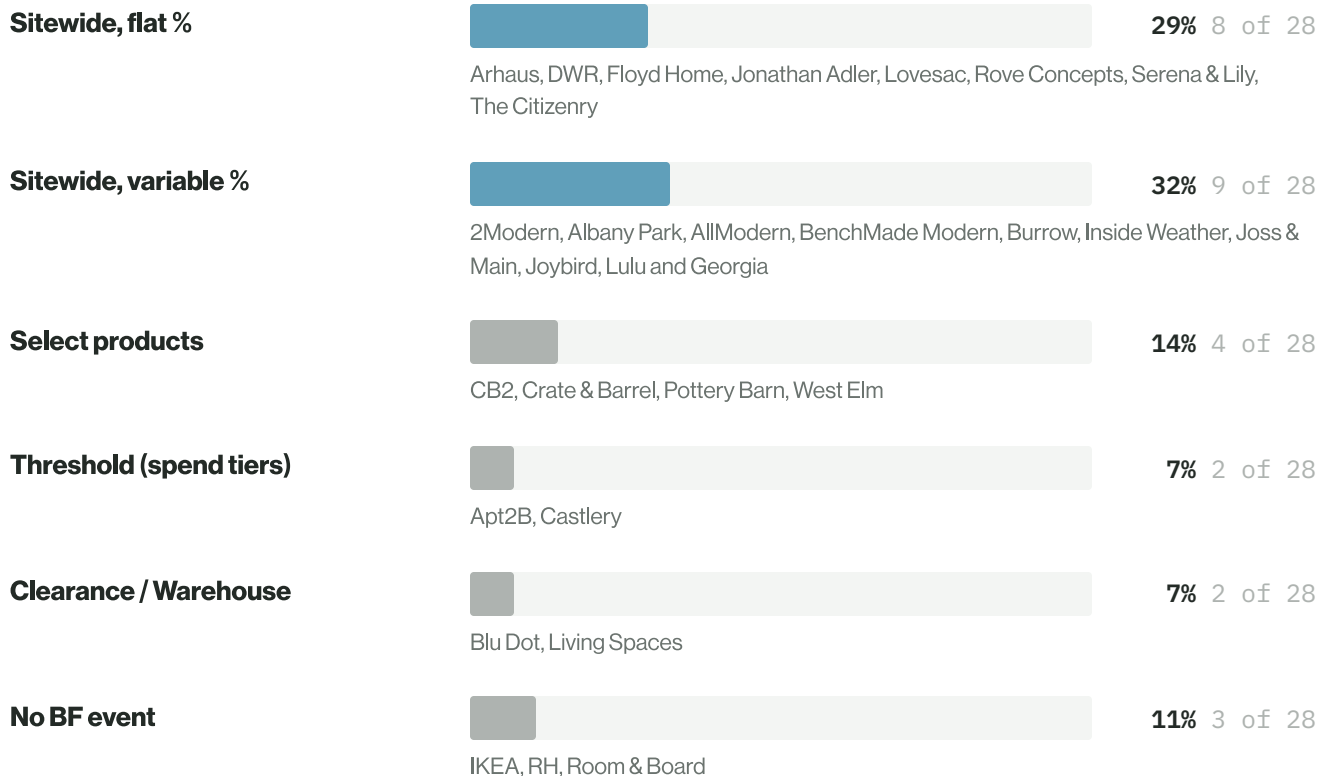
- **AllModern, Joss & Main, CB2, Crate & Barrel, West Elm.** Ran explicit "CYBER MONDAY SALE" or "CYBER MONDAY EXTENDED" banners Dec 1-2, often at the same depth as BF. West Elm and AllModern held "up to 70% off" straight through.

- **Burrow, Inside Weather, Joybird.** Extended into "Cyber Week" through Dec 4-5, with Burrow ultimately reaching "up to 70% off" by Cyber Week, its deepest offer of the entire window.
- **Crate & Barrel.** Flipped to "The Very Merry Sale: up to 40% off" on Dec 4, a lower-depth holiday event with fresh branding. A clean break rather than a lingering extension.
- **Blu Dot, Room & Board.** No CM extension. Blu Dot's Warehouse Sale ran Nov 28-30 and stopped. Room & Board's clearance was ongoing but never rebranded for CM.

The peer set split between flat discounts, variable discounts, and select-product events.

Sitewide events dominated the peer set — 17 of 28 offered flat percentage off (8 brands) or variable discounts off everything (9 brands). The 4 largest retailers kept their Black Friday deals for select products or categories only.

Black Friday 2025 sale mechanics across 28 home furnishings brands.



Each brand placed once, by its headline Black Friday mechanic. Select products may include individual products, categories, or a sale section feature. Source: ShopVision.

Flat vs. variable: the pricing signal

- **Flat sitewide (8 brands).** DWR ("25% off everything"), Serena & Lily ("25% off sitewide"), Lovesac ("40% off everything"), Jonathan Adler ("30% off online and in stores"), Arhaus ("40% off").
- **Variable sitewide (9 brands).** AllModern and Joss & Main ("up to 70% off"), BenchMade Modern ("up to 60% off"), Burrow ("up to 40% off sitewide"), Inside Weather ("up to 50% off").

Select products and spend tiers

- **Select products (4 brands).** Pottery Barn, Crate & Barrel, West Elm, and CB2 — the 4 largest omnichannel retailers — all ran category-specific events. Pottery Barn promoted "up to 70% off" but merchandised it room by room: furniture, bedding, tabletop, each at its own depth. West Elm advertised "up to 70% off + extra 20% off select styles."
- **Threshold / spend tiers (2 brands).** Apt2B (\$2,998 for 20% off, scaling to \$4,998+ for 35%) and Castlery (\$150 off \$1,500, \$280 off \$2,500, \$650 off \$4,500).
- **Clearance / Warehouse (2 brands).** Blu Dot ran a "Warehouse Sale: up to 60% off" — never using Black Friday language. Living Spaces ran "BF Doorbuster" events alongside ongoing clearance.

The offer positioning patterns

- **"Best deal of the year" urgency.** AllModern, Joss & Main, West Elm, and Serena & Lily all anchored on annual scarcity — "our biggest sale," "best prices of the year," "this is it." The message to the shopper: if you've been waiting, this is the moment. This framing works when the brand rarely discounts at this depth, giving the claim credibility.
- **"Everything is on sale" simplicity.** DWR ("25% off everything"), Lovesac ("40% off everything"), Serena & Lily ("25% off sitewide"), The Citizenry ("25% off sitewide"). One number, no fine print. A frictionless heuristic, the shopper does not need to hunt for deals within the catalog.
- **Category storytelling.** Pottery Barn promoted "up to 70% off" but merchandised it by room — "furniture," "bedding," "tabletop" — each with its own depth. Crate & Barrel spotlighted "bestselling furniture" and paired it with free shipping.
- **Spend-and-save basket building.** Apt2B and Castlery used tiered thresholds (\$2,998 for 20% / \$4,998+ for 35% at Apt2B; \$150 off \$1,500 / \$600 off \$4,500 at Castlery). The message: the more you buy, the more you save. This rewards the whole-room shopper and protects margin on smaller orders.
- **Clearance and doorbusters.** Blu Dot ran its "Warehouse Sale: up to 60% off" without using Black Friday language. Living Spaces ran "BF Doorbuster" events — limited-quantity, limited-time deals designed to drive traffic on specific days alongside ongoing clearance.

Member gating: who actually gated vs. who just said "early access"

"Early access" appeared across 6 brands during the BF window, but most of it was marketing language. 2 brands genuinely gated their BF offer:

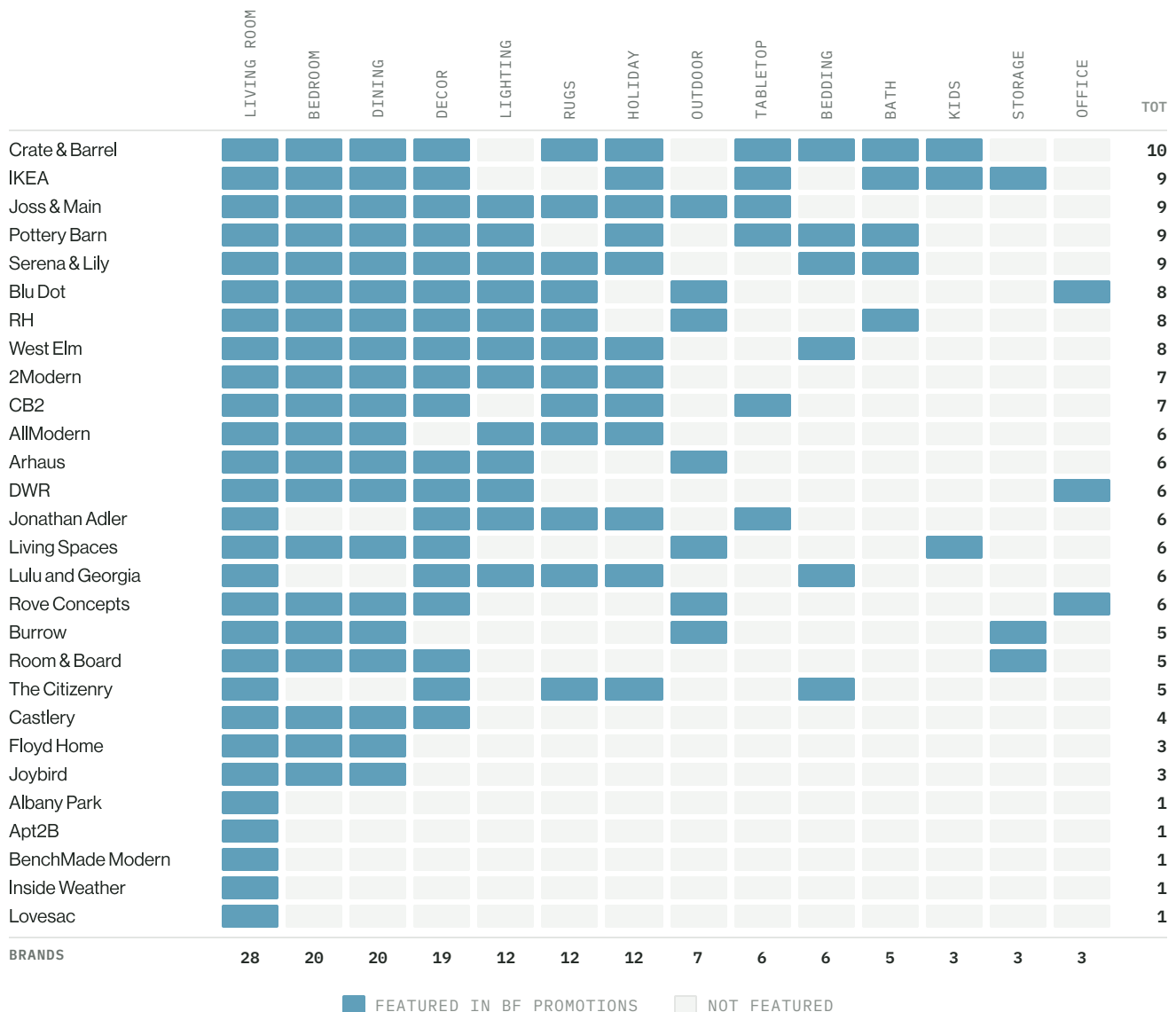
- **Floyd Home.** "MEMBERS SAVE 30% SITEWIDE." Standard member rate is 20%. The extra 10 points were the BF lever.
- **Jonathan Adler.** "INSIDER EXCLUSIVE: 30% OFF" Nov 15-16, open to all Nov 17. 2-day head start for insiders.

RH and Rove Concepts ran year-round member pricing models. These were not BF-specific levers. 6 other brands (AllModern, Joss & Main, West Elm, Pottery Barn, Lovesac, BenchMade Modern) used "early access" as an event name while the sale was publicly visible.

Every brand promoted living room. The category mix told the positioning story.

During the core BF window (Nov 21 through Dec 7), the peer set concentrated on living room categories in promotional headlines. Only 12 of 28 brands featured holiday gifting, entertaining, or seasonal decor — the rest promoted products on offer with no holiday merchandising angle.

Black Friday 2025: Which categories each brand featured during the sale window.



Categories featured in each brand's BF promotions, Nov 21–Dec 7. Source: ShopVision.

The furniture-only events

A group of DTC and specialty brands ran BF promotions scoped entirely to their core product — sofas, sectionals, and seating. No adjacent categories, no holiday merchandising, no gift guides.

- **Inside Weather, Lovesac, BenchMade Modern, Albany Park, Apt2B.** Their BF events promoted the hero product at a headline discount. Inside Weather ran "up to 50% off" on sofas for 44 days. Lovesac promoted Sectionals at "40% off everything." BenchMade Modern offered "up to 60% off + free shipping" on custom sectionals. Clean, focused, product-first.
- **Joybird, Floyd Home, Castlery, Burrow.** Slightly broader — bedroom and dining alongside living room — but still furniture-only. No seasonal or gifting content.

The holiday merchandisers

A smaller group of brands used BF as a holiday event, not just a furniture sale — running gift guides, seasonal decor shops, Thanksgiving entertaining promotions, and holiday-specific categories alongside their furniture discounts.

- **Pottery Barn.** Ran "THE BEST GIFTS UNDER \$100 + BLACK FRIDAY" alongside "UP TO 70% OFF." Featured a Thanksgiving Shop from Nov 1, a Christmas Shop, and holiday decor at 40% off. Gift guides, stockings, ornaments, and tabletop were part of the BF event, not separate from it.
- **Crate & Barrel.** Promoted "Hot Black Friday Kitchen deals: up to 40% off" and "BESTSELLING TOYS up to 30% off" alongside furniture. Tabletop, cookware (Le Creuset, All-Clad, Breville), and kids' toys were standalone BF categories.
- **Serena & Lily.** Featured bedding, rugs, lighting, bath, and holiday decor as individual BF categories. "Shop 30% off rugs" and "Dress the Table this Holiday Season" ran as dedicated promotions within the BF window.
- **CB2, Jonathan Adler, IKEA.** Each featured holiday/seasonal content — CB2 with "HOLIDAY. ON SALE NOW," Jonathan Adler with "What would Jonathan Give?" gift guides, IKEA with its Winter Holiday Shop.

Tabletop and entertaining: a Thanksgiving-week category

Only 6 brands promoted tabletop and entertaining during BF: Crate & Barrel, Pottery Barn, CB2, IKEA, Joss & Main, and Jonathan Adler. Crate & Barrel promoted cookware alongside furniture and ran "TODAY ONLY! 40% off all wreaths & garlands" on BF itself. Jonathan Adler promoted "30% off furniture, lighting & rugs" as a combined room-level offer. The brands that sell hosting and kitchen products featured them; the furniture-first brands did not.

Rugs, lighting, and bedding: the room-level play

12 brands promoted rugs as a standalone BF category and 12 promoted lighting — not just as part of a sitewide discount, but with dedicated callouts. Serena & Lily ran "Shop 30% off Rugs" as its own promotion. Jonathan Adler featured "30% OFF FURNITURE, LIGHTING & RUGS." Lulu and Georgia ran "Your FAVORITE rugs on SALE this Black Friday" as a dedicated email. These categories extend the BF basket beyond the hero furniture piece.

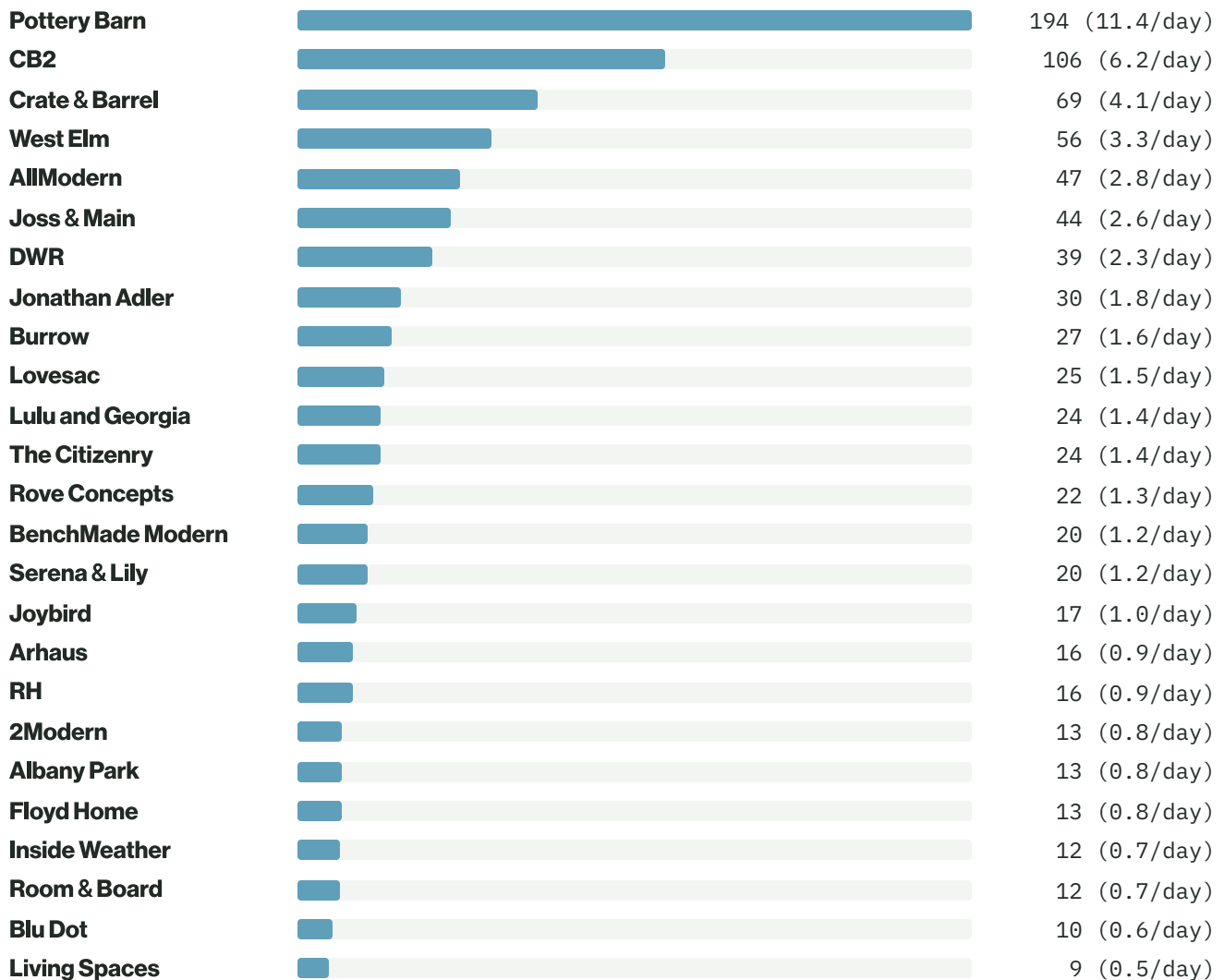
Off-season categories

- **Outdoor (7 brands).** Off-season in November. Arhaus, Blu Dot, Burrow, Joss & Main, Living Spaces, RH, and Rove Concepts featured it — likely clearing seasonal inventory ahead of spring.
- **Office (3), Kids (3), Storage (3).** Niche categories with limited overlap: Blu Dot, DWR, and Rove Concepts featured office; Crate & Barrel, IKEA, and Living Spaces featured kids; Burrow, IKEA, and Room & Board featured storage.

Email volume varied 20x across the peer set.

Email volume during the 17-day BF window (Nov 21 through Dec 7) varied by an order of magnitude. Pottery Barn led with 194 sends across the PB, PB Kids, and PB Teen brands. CB2 sent 106. At the other end, Living Spaces sent 9 and Blu Dot sent 10.

Total email sends during the Black Friday window (Nov 21 - Dec 7).



Email sends per brand, Nov 21 – Dec 7. Pottery Barn includes PB Kids and PB Teen. Excluding Castlery, IKEA, and Apt2B.
Source: ShopVision.

The daily heatmap below reveals where each brand concentrated its sends. Black Friday itself and Cyber Monday were the 2 highest-volume days across the peer set, but the pattern between those peaks differed sharply by brand.

Daily email send volume, Nov 21 - Dec 7.

	21	22	23	24	25	26	27	BF 28	29	30	CM 1	2	3	4	5	6	7	TOT
Pottery Barn	9	9	12	9	9	10	11	12	10	12	16	17	13	12	11	11	11	194
CB2	4	6	6	6	6	7	7	10	7	7	7	9	6	4	4	5	5	106
Crate & Barrel	3	4	4	4	4	4	4	6	4	4	4	6	4	3	3	4	4	69
West Elm	3	3	3	4	3	3	2	4	4	3	5	4	3	3	3	3	3	56
AllModern	2	2	3	3	3	3	2	4	3	4	3	5	1	2	3	1	3	47
Joss & Main	2	2	2	3	3	3	2	4	3	3	4	3	2	2	2	2	2	44
DWR	1	1	2	2	3	2	2	3	2	2	4	4	4	1	2	2	2	39
Jonathan Adler	2	2	1	1	2	2	2	2	1	2	2	2	1	2	2	2	2	30
Burrow	1	2	1	2	1	2	1	2	2	2	3	2	2	1	1	1	1	27
Lovesac	1	1	1	1	1	1	1	3	2	2	2	2	1	1	1	3	1	25
Lulu and Georgia	1		1	3		2	1	2	2	1	3	1	2	2	1	1	1	24
The Citizenry	1	1	2	1	1	2	1	2	1	2	2	2	1	1	1	1	2	24
Rove Concepts	1	1	1	1	2	1	1	2	2	1	2	2	1	2	1		1	22
BenchMade Modern	1	1	1	1	1	2	1	3	1	3	1	2	1			1		20
Serena & Lily	1	1	1	1	1	1	1	1	1	1	2	2	2	1	1	1	1	20
Joybird	1	1	1	1	1	1	1	1	1	1	2	1		1	2	1		17
Arhaus	1	1		1	1	1	1	1	1	2	1	1		1		1	2	16
RH	1	1	1	1	2	1		1	1	1	1	1	1		1	1	1	16
2Modern	1			1	1	1		1	1	2	2	1		1			1	13
Albany Park		1	1			1	1	1	2	1	1	2			1	1		13
Floyd Home	1	1		1	1	1	1	1	1	1	1		1		1		1	13
Inside Weather		1	1		1		1	1	1	1	1	1		1		1	1	12
Room & Board	1	1	1	1				1	1	1	1			1	1	1	1	12
Blu Dot	1		1	1	1	1		1	1		1		1		1			10
Living Spaces			1		1			2	1	1	1	1	1					9
INBOX TOTAL	40	43	48	49	49	52	44	71	56	60	72	71	48	42	43	44	46	878
	1	2	3	4	5	EMAILS / DAY												

Email sends per brand per day, Nov 21–Dec 7. Excluding Castlery, IKEA, and Apt2B. Source: ShopVision.

The daily senders

- **Pottery Barn, CB2, Crate & Barrel, West Elm.** Sent every day, often multiple times per day. CB2 peaked at 10 sends on BF itself. These omnichannel retailers treat email as a daily catalog touchpoint, not an event announcer.
- **AllModern, Joss & Main, DWR, Jonathan Adler.** Sent daily or near-daily, 2-4 times per day on peak days. AllModern peaked at 5 sends on Dec 2, the day after Cyber Monday.

Inside the Pottery Barn inbox

A Pottery Barn subscriber receives emails from 3 brands in the PB family: PB, PB Kids, and PB Teen. The sub-brand breakdown shows all 3 sending in parallel throughout the window.

Pottery Barn family: daily email sends by sub-brand, Nov 21 - Dec 7.

	21	22	23	24	25	26	27	BF 28	29	30	CM 1	2	3	4	5	6	7	TOT
Pottery Barn	3	3	6	6	5	4	3	4	5	6	6	8	6	6	4	4	4	83
PBKids	3	3	3	1	2	3	4	4	3	4	6	5	4	4	5	5	5	64
PB Teen	3	3	3	2	2	3	4	4	2	2	4	4	3	2	2	2	2	47
INBOX TOTAL	9	9	12	9	9	10	11	12	10	12	16	17	13	12	11	11	11	194
	1	2	3	4	5	EMAILS / DAY												

Email sends per Pottery Barn sub-brand per day, Nov 21 – Dec 7. Source: ShopVision.

PB proper peaked at 8 sends on Dec 2. PB Kids peaked at 6 on Dec 1. The 3 brands send in near-lockstep throughout the window, creating a sustained multi-brand inbox presence.

The event pulsers

- **Burrow, Lovesac, Lulu and Georgia, The Citizenry, Rove Concepts.** Sent most days but at 1-2 per day, spiking to 2-3 on BF and CM. The cadence tracked the event calendar rather than running continuously.
- **BenchMade Modern.** Notable BF-day spike: 3 sends on Nov 28, versus 1 per day on most other days.

The restraint brands

- **Blu Dot, Living Spaces, Room & Board, RH.** Fewer than 1 email per day on average. Blu Dot sent 10 total across 17 days. These brands used email sparingly, relying on homepage and other channels to carry the BF message.
- **Inside Weather.** Despite being the first brand to launch BF homepage messaging (Oct 15), sent just 12 emails in the 17-day window, never more than 1 per day.

Category rotation as a cadence strategy

High-volume senders were not sending the same message repeatedly — they rotated categories with each send.

- **AllModern.** Rotated daily: "kitchen + dining furniture" (Nov 27) → "living room furniture" (Nov 28) → "seasonal decor" (Nov 29) → "storage & organization" (Dec 1) → "bedroom furniture" (Dec 2). Each email spotlighted a different room.
- **CB2.** 10 sends on BF alone, each about a different category: "Hot Black Friday Kitchen deals," "BESTSELLING TOYS up to 30% off," "UP TO 60% OFF RUGS," "40% off all wreaths & garlands." Category segmentation, not urgency repetition.
- **BenchMade Modern.** 3 sends on BF — all variations of "25% OFF EVERYTHING." Same offer, different subject lines. Urgency stacking rather than category rotation.

Cyber Monday: distinct offer vs. deadline extension

Some brands launched a genuinely new CM offer. Others extended the BF deal with a new deadline.

- **Lovesac.** "Cyber Monday Exclusive: Free Power Hub + 40% Off Everything." The Power Hub was a CM-only add — a new incentive, not a repeated one.
- **West Elm.** Added "EXTRA 20% off select styles" for CM on top of the existing "up to 70% off." A layered offer that gave CM its own reason to convert.
- **Burrow.** "One last nudge — save up to 40% sitewide." Same deal, new deadline. The CM email was about urgency, not a new offer.

The "ends tonight → extended" cycle

Multiple brands ran a deliberate urgency/relief cycle: announce the sale is ending, then extend it the next day.

- **The Citizenry.** "Down to the final hours..." (Dec 1) → "SALE EXTENDED! Shop 20% Off Now" (Dec 2).
- **Jonathan Adler.** "ENDS TONIGHT: Cyber Monday Savings" (Dec 1) → "EXTENDED: 30% OFF ONLINE & IN STORES, UP TO 75% OFF MARKDOWNS" (Dec 2).
- **Lulu and Georgia.** "ENDS TONIGHT: Black Friday Sale" (Dec 1) → "EXTENDED FOR ONE DAY ONLY | UP TO 30% OFF SITEWIDE" (Dec 2).

Thanksgiving Day: gratitude vs. commerce

- **Gratitude-first.** Serena & Lily ("Happy Thanksgiving"), Burrow ("Thanks for making us look SO good"), Jonathan Adler ("Happy Thanksgiving"), BenchMade Modern ("With gratitude, from our family to yours"). Brand moment, no hard sell.

- **Commerce-first.** CB2 and Crate & Barrel ("First turkey, then shopping — at up to 50% off!"), AllModern ("up to 70% off kitchen + dining furniture"), Pottery Barn Teen ("IT'S HERE: BLACK FRIDAY STARTS NOW!"). Thanksgiving as the BF launch pad.

* Full list of BFCM email sends in Appendix A of this report. Full archive of email creatives available in ShopVision.

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.

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 28 modern furniture and home furnishings brands over the Q4 2025 observation window (Oct 1– Dec 7, 2025). Every promotional event was classified from the brand's own public copy across those signals.

Window. Oct 1 to Dec 7, 2025 (68 days; 10 weeks).

Black Friday 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 21– Dec 7) as a sitewide, category, or other discount mechanic. Non-Holiday Q4 sales, merchandising features and standing offers are excluded from the timing read.

Classification. Every promotional event was read from the brand's own public copy and classified into a home furnishings mechanic taxonomy: sitewide flat %, sitewide variable "up to X%", select products, threshold (spend tiers), and clearance / warehouse. Each brand is assigned one primary Black Friday mechanic; secondary mechanics are held in the underlying data.

Peer set

2Modern	2modern.com	Albany Park	albanypark.com
AllModern	allmodern.com	Apt2B	apt2b.com
Arhaus	arhaus.com	BenchMade Modern	benchmademodern.com
Blu Dot	bludot.com	Burrow	burrow.com
Castlery	castlery.com	CB2	cb2.com
Crate & Barrel	crateandbarrel.com	Design Within Reach	dwr.com
Floyd Home	floydhome.com	IKEA	ikea.com
Inside Weather	insideweather.com	Jonathan Adler	jonathanadler.com
Joss & Main	jossandmain.com	Joybird	joybird.com
Living Spaces	livingspaces.com	Lovesac	lovesac.com
Lulu and Georgia	luluandgeorgia.com	Pottery Barn	potterybarn.com
RH	rh.com	Room & Board	roomandboard.com
Rove Concepts	roveconcepts.com	Serena & Lily	serenaandlily.com
The Citizenry	the-citizenry.com	West Elm	westelm.com

Email subject lines: Thanksgiving through Cyber Tuesday.

337 emails across 28 brands, November 27 through December 2, 2025. Organized alphabetically by brand.

* Every email's creative snapshot is available to view inside ShopVision Email Explorer.

2Modern (7)

Date	Subject Line
Fri, Nov 28	Up to 30% Off: Major Black Friday Sale
Sat, Nov 29	Showstoppers Rarely On Sale Up to 30% Off
Sun, Nov 30	LAST CALL: Black Friday Ends Soon
Sun, Nov 30	Don't Miss Our Biggest Sale of the Season: Up to 30% Off
Mon, Dec 1	Ending Soon: Our Best Sale Of The Year
Mon, Dec 1	Final Hours To Save Up To 30%
Tue, Dec 2	Black Friday Ends Now: Up to 30% Off

Albany Park (8)

Date	Subject Line
Thu, Nov 27	Get Comfortable This Season up to 40% Off
Fri, Nov 28	Only The Best up to 40% Off
Sat, Nov 29	Black Friday Savings
Sat, Nov 29	5-Star Favorites up to 40% Off
Sun, Nov 30	Save 40% Off Our Top Picks
Mon, Dec 1	Up to 40% Off Cyber Monday Sale
Tue, Dec 2	Up to 40% Off Sofas You'll Love
Tue, Dec 2	Save up to 40% Comfort That Fits You

AllModern (21)

Date	Subject Line
Thu, Nov 27	up to 70% off kitchen + dining furniture ● OUR DEEPEST PRICE DROPS
Thu, Nov 27	best thing to do after pie? shop our modern Williams Bed sale
Fri, Nov 28	now serving: living room furniture up to 70% off
Fri, Nov 28	HUGE outdoor furniture sale
Fri, Nov 28	GOING FAST: outdoor furniture
Fri, Nov 28	shop up to 70% off living room furniture BLACK FRIDAY
Sat, Nov 29	waiting for seasonal decor to go on sale? IT'S TIME
Sat, Nov 29	must-shop Williams Daybed + more DEALS
Sat, Nov 29	SELLING OUT: up to 70% off wall art + wallpaper
Sun, Nov 30	best-selling living room furniture deals END TOMORROW
Sun, Nov 30	your oslo daybed + more picks are SELLING OUT up to 70% off
Sun, Nov 30	FINAL HOURS of our BIGGEST living room furniture SALE

Date	Subject Line
Sun, Nov 30	EPIC living room furniture DEALS FINAL HOURS
Mon, Dec 1	IT'S CYBER MONDAY: don't miss these storage & organization DEALS
Mon, Dec 1	decor SALE 1 DAY ONLY
Mon, Dec 1	HUGE Cyber Monday storage & organization SAVINGS
Tue, Dec 2	want up to 70% off premium-quality seasonal decor?
Tue, Dec 2	ONE MORE DAY for the sadarius bed SALE
Tue, Dec 2	outdoor lighting + decor UP TO 70% OFF FINAL HOURS
Tue, Dec 2	LAST DAY: up to 70% off wall art + wallpaper
Tue, Dec 2	FINAL HOURS: bedroom furniture UP TO 70% OFF

Apt2B (1)

Date	Subject Line
Thu, Nov 27	A Special Thank You and a Secret Offer

Arhaus (7)

Date	Subject Line
Thu, Nov 27	Holiday Décor: Now 40% Off
Fri, Nov 28	Final Weekend: The Black Friday Sale
Sat, Nov 29	It's Time to Shop
Sun, Nov 30	Hurry, Black Friday Ends 12/1
Sun, Nov 30	The Black Friday Sale Ends Tomorrow
Mon, Dec 1	TODAY ONLY: The Cyber Monday Sale
Tue, Dec 2	FINAL HOURS: The Cyber Monday Sale

BenchMade Modern (11)

Date	Subject Line
Thu, Nov 27	With gratitude, from our family to yours
Fri, Nov 28	25% OFF EVERYTHING
Fri, Nov 28	Don't Miss Out! Save 25% While You Can
Fri, Nov 28	Once a year. 25% off everything.
Sat, Nov 29	The best sale of the year is here!
Sun, Nov 30	Black Friday Is On! 25% Off Everything.
Sun, Nov 30	Don't Miss Out — 25% Off Ends Soon!
Sun, Nov 30	Just checking in — sale ends soon
Mon, Dec 1	It's Almost Over: 25% Off Everything
Tue, Dec 2	Need help deciding? Our best sale of the year ends soon
Tue, Dec 2	Ends Tomorrow: 25% Off Sitewide

Blu Dot (3)

Date	Subject Line
Fri, Nov 28	Don't sleep on our Warehouse Sale.
Sat, Nov 29	Space case.
Mon, Dec 1	Don't miss our Warehouse Sale!

Burrow (12)

Date	Subject Line
Thu, Nov 27	Thanks for making us look SO good
Fri, Nov 28	Too stuffed to move? Perfect timing.
Fri, Nov 28	TODAY'S THE DAY: UP TO 40% OFF

Date	Subject Line
Sat, Nov 29	UP TO 40% OFF EVERYTHING
Sat, Nov 29	MAJOR SAVINGS ON BEST SELLERS
Sun, Nov 30	Back in Stock (Just in Time for Black Friday Savings)
Sun, Nov 30	UP TO 35% OFF SLEEPERS
Mon, Dec 1	Before it's gone: Up to 40% off sitewide
Mon, Dec 1	NOW OR NEVER: Up to 40% Off + Free Shipping
Mon, Dec 1	THEY'RE BACK. AND ON SALE.
Tue, Dec 2	One last nudge - save up to 40% sitewide
Tue, Dec 2	Every Purchase Today Supports Shelter Animals

CB2 (47)

Date	Subject Line
Thu, Nov 27	THE GOOD STUFF IS GOING FAST
Thu, Nov 27	First turkey, then shopping (at up to 50% off!)
Thu, Nov 27	Happy Thanksgiving!
Thu, Nov 27	THANKSGIVING SAVINGS
Thu, Nov 27	UP TO 60% OFF DINNER PARTIES
Thu, Nov 27	Finish that pie! Up to 50% off BLACK FRIDAY starts now
Thu, Nov 27	Black Friday just got even BETTER! Shop up to 50% off
Fri, Nov 28	SHIPS FREE FOR A LIMITED TIME
Fri, Nov 28	OUR BIGGEST BLACK FRIDAY SALE IS HAPPENING NOW!
Fri, Nov 28	Our biggest Black Friday sale is happening now!
Fri, Nov 28	THE SALE OF THE YEAR

Date	Subject Line
Fri, Nov 28	Hot Black Friday Kitchen deals are HERE! Up to 40% off
Fri, Nov 28	BEST SELLERS ON SALE
Fri, Nov 28	BESTSELLING TOYS up to 30% off
Fri, Nov 28	UP TO 60% OFF RUGS
Fri, Nov 28	TODAY ONLY! 40% off all wreaths & garlands
Fri, Nov 28	Our 1 Day Only Deal is over at midnight!
Sat, Nov 29	SALE IS SELLING FAST
Sat, Nov 29	Cyber Weekend Starts Now: Up to 40% off bestselling furniture!
Sat, Nov 29	Cyber Weekend starts NOW! Up to 60% off bestselling furniture
Sat, Nov 29	DON'T MISS THIS SALE
Sat, Nov 29	LIGHTING UP TO 60% OFF
Sat, Nov 29	Our Cyber Weekend sale is happening NOW!
Sat, Nov 29	CYBER WEEKEND IS HERE! Shop up to 50% off
Sun, Nov 30	EVERY ROOM IS ON SALE
Sun, Nov 30	Cyber Weekend is on! Up to 50% off play furniture & more
Sun, Nov 30	Shop our best kitchen deals yet: Up to 40% off
Sun, Nov 30	HOLIDAY. ON SALE NOW.
Sun, Nov 30	SO MUCH TO SHOP ON SALE
Sun, Nov 30	Selling fast! Up to 50% off Cyber Weekend deals
Sun, Nov 30	CYBER WEEKEND IS HERE! Shop up to 50% off
Mon, Dec 1	SAVE ON PILLOWS & THROWS
Mon, Dec 1	Our BEST Cyber Monday EVER + FREE shipping!
Mon, Dec 1	TODAY ONLY: NEW Cyber Monday deals!

Date	Subject Line
Mon, Dec 1	CYBER MONDAY IS ON: SHOP UP TO 60% OFF
Mon, Dec 1	CYBER MONDAY SALE WON'T LAST LONG
Mon, Dec 1	TODAY ONLY: One-day deals you WON'T want to miss
Mon, Dec 1	Our Cyber Monday kitchen deals are selling fast!
Tue, Dec 2	HOURS LEFT TO SHOP CYBER MONDAY
Tue, Dec 2	IT'S CYBER MONDAY! Up to 40% off bestselling furniture
Tue, Dec 2	CYBER MONDAY DEAL: Get up to 60% off our bestselling furniture
Tue, Dec 2	Our Cyber Deals end TOMORROW!
Tue, Dec 2	Up to 50% off Cyber Deals ends TOMORROW!
Tue, Dec 2	OUR BIGGEST SALE OF THE YEAR ENDS TONIGHT
Tue, Dec 2	FINAL DAY TO SAVE
Tue, Dec 2	Gifts they'll love that give back, too
Tue, Dec 2	Let's work to end hunger this Giving Tuesday

Crate & Barrel (28)

Date	Subject Line
Thu, Nov 27	First turkey, then shopping (at up to 50% off!)
Thu, Nov 27	Happy Thanksgiving!
Thu, Nov 27	Finish that pie! Up to 50% off BLACK FRIDAY starts now
Thu, Nov 27	Black Friday just got even BETTER! Shop up to 50% off
Fri, Nov 28	OUR BIGGEST BLACK FRIDAY SALE IS HAPPENING NOW!
Fri, Nov 28	Our biggest Black Friday sale is happening now!
Fri, Nov 28	Hot Black Friday Kitchen deals are HERE! Up to 40% off

Date	Subject Line
Fri, Nov 28	BESTSELLING TOYS up to 30% off
Fri, Nov 28	TODAY ONLY! 40% off all wreaths & garlands
Fri, Nov 28	Our 1 Day Only Deal is over at midnight!
Sat, Nov 29	Cyber Weekend Starts Now: Up to 40% off bestselling furniture!
Sat, Nov 29	Cyber Weekend starts NOW! Up to 60% off bestselling furniture
Sat, Nov 29	Our Cyber Weekend sale is happening NOW!
Sat, Nov 29	CYBER WEEKEND IS HERE! Shop up to 50% off
Sun, Nov 30	Cyber Weekend is on! Up to 50% off play furniture & more
Sun, Nov 30	Shop our best kitchen deals yet: Up to 40% off
Sun, Nov 30	Selling fast! Up to 50% off Cyber Weekend deals
Sun, Nov 30	CYBER WEEKEND IS HERE! Shop up to 50% off
Mon, Dec 1	Our BEST Cyber Monday EVER + FREE shipping!
Mon, Dec 1	TODAY ONLY: NEW Cyber Monday deals!
Mon, Dec 1	TODAY ONLY: One-day deals you WON'T want to miss
Mon, Dec 1	Our Cyber Monday kitchen deals are selling fast!
Tue, Dec 2	IT'S CYBER MONDAY! Up to 40% off bestselling furniture
Tue, Dec 2	CYBER MONDAY DEAL: Get up to 60% off bestselling furniture
Tue, Dec 2	Our Cyber Deals end TOMORROW!
Tue, Dec 2	Up to 50% off Cyber Deals ends TOMORROW!
Tue, Dec 2	Support Feeding America — and find a gift they'll love
Tue, Dec 2	Let's work to end hunger this Giving Tuesday

DWR (17)

Date	Subject Line
Thu, Nov 27	We're grateful for you
Thu, Nov 27	25% off everything + extra 5% off select brands
Fri, Nov 28	Save 25% sitewide + extra 5% on select brands
Fri, Nov 28	Black Friday: Extra 5% off DWR Collection, Herman Miller + more
Fri, Nov 28	Save 25% on everything + extra 5% on select brands
Sat, Nov 29	Save up to 50% on select styles
Sat, Nov 29	Our biggest sale of the season: save on sofas + sectionals
Sun, Nov 30	Save 25% + extra 5% on a more restful bedroom
Sun, Nov 30	Up to 50% off Story Collection
Mon, Dec 1	Cyber Monday: 25% off everything + extra 5% off select brands
Mon, Dec 1	Cyber Monday: Save 25% + extra 5% on the Eames Lounge Chair
Mon, Dec 1	Our biggest sale of the season ends tomorrow
Mon, Dec 1	New deeper discounts – up to 50% off select styles
Tue, Dec 2	The Cyber Monday Sale ends tomorrow
Tue, Dec 2	Don't miss out: 25% off everything + extra 5% off select brands
Tue, Dec 2	Ends tonight: 25% off sitewide, including workspace upgrades
Tue, Dec 2	Final hours: 25% off everything + extra 5% off select brands

Floyd Home (7)

Date	Subject Line
Thu, Nov 27	No better time for Sink Down in Acorn
Fri, Nov 28	Floyd Black Friday is LIVE
Sat, Nov 29	Save on the world's most modular bed frame
Sun, Nov 30	Our best sale of the season is still going on
Sun, Nov 30	New textures, new colors
Mon, Dec 1	Cyber Monday
Mon, Dec 1	Our Cyber Monday Sale is almost over

Inside Weather (6)

Date	Subject Line
Thu, Nov 27	Sofas & Stuffing Season
Fri, Nov 28	Best. Day. Ever.
Sat, Nov 29	This couch is everything!
Sun, Nov 30	You've Scrolled Enough
Mon, Dec 1	You've Got 24 Hours
Tue, Dec 2	You Got Lucky

Jonathan Adler (11)

Date	Subject Line
Thu, Nov 27	NEW STYLES JUST ADDED: EXTRA 50% OFF
Thu, Nov 27	Happy Thanksgiving
Fri, Nov 28	Inside: Your Post-Pie Shopping Spree Awaits
Fri, Nov 28	THE REAL BLACK FRIDAY IS HERE

Date	Subject Line
Sat, Nov 29	ENDS TONIGHT: Black Friday Savings
Sun, Nov 30	BLACK FRIDAY ENDS IN HOURS
Sun, Nov 30	CYBER MONDAY STARTS EARLY: EXTRA 50% OFF 100+ ALREADY-REDUCED STYLES
Mon, Dec 1	EARLY CYBER MONDAY
Mon, Dec 1	ENDS TONIGHT: Cyber Monday Savings
Tue, Dec 2	CYBER MONDAY ENDS IN HOURS
Tue, Dec 2	EXTENDED: 30% OFF ONLINE & IN STORES, UP TO 75% OFF MARKDOWNS

Joss & Main (19)

Date	Subject Line
Thu, Nov 27	CLEARANCE on best-selling lighting UP TO 70% OFF
Thu, Nov 27	Black Friday storage & organization deals for dessert? Up to 70% off
Fri, Nov 28	Outdoor furniture: Deals your home will be thankful for
Fri, Nov 28	BIG BLACK FRIDAY DEALS Wall art & wallpaper up to 70% OFF
Fri, Nov 28	Wall art & wallpaper: They're UP TO 70% OFF!
Fri, Nov 28	Kitchen & dining furniture: Ticktock: Up to 70% off ends soon
Sat, Nov 29	UP TO 70% OFF our most-wanted outdoor furniture
Sat, Nov 29	Wall art & wallpaper BLACK FRIDAY Shop & save up to 70%
Sat, Nov 29	ENDING SOON: wall art & wallpaper deals & free shipping
Sun, Nov 30	kitchen & dining furniture: Up to 70% off ENDS TOMORROW
Sun, Nov 30	Wall art & wallpaper Black Friday ENDS TONIGHT! Shop ASAP
Sun, Nov 30	Outdoor furniture REALLY BIG DEALS FINAL HOURS
Mon, Dec 1	HOURS LEFT for UP TO 70% OFF kitchen & dining furniture

Date	Subject Line
Mon, Dec 1	Kitchen & dining furniture UP TO 70% OFF Cyber Monday is ON!
Mon, Dec 1	CLEARANCE: Up to 70% off storage & organization ENDS TONIGHT
Mon, Dec 1	Bedroom furniture CYBER MONDAY UP TO 70% OFF & FAST SHIPPING
Tue, Dec 2	Outdoor lighting & decor CYBER MONDAY Up to 70% off
Tue, Dec 2	Kitchen & dining furniture UP TO 70% OFF SURPRISE EXTENSION
Tue, Dec 2	Outdoor furniture: HUGE CYBER MONDAY DEALS ARE ALMOST GONE

Joybird (7)

Date	Subject Line
Thu, Nov 27	Happy Thanksgiving from the Joybird Family to yours!
Fri, Nov 28	Black Friday Deals are heating UP!
Sat, Nov 29	A sofa that's not just built for sitting
Sun, Nov 30	RE: Saving up to 45% off best sellers
Mon, Dec 1	What pieces do you have your eyes on?
Mon, Dec 1	Last Day: Cyber Monday deals!
Tue, Dec 2	Cyber Week deals are here!

Living Spaces (6)

Date	Subject Line
Fri, Nov 28	Up to 60% Off Black Friday Dining Clearance Feast on Savings!
Fri, Nov 28	Black Friday DOORBUSTERS While Supplies Last!
Sat, Nov 29	ENDING SOON! Black Friday Doorbusters
Sun, Nov 30	BLACK FRIDAY Weekend Deals Keep Saving!
Mon, Dec 1	CYBER MONDAY! Enjoy Early Access
Tue, Dec 2	From \$195: CYBER MONDAY Must-Have Deals

Lovesac (12)

Date	Subject Line
Thu, Nov 27	Thank You for Being Part of Our Story.
Fri, Nov 28	Skip the Line. This is the Moment to Get 40% Off Everything.
Fri, Nov 28	Black Friday Is Here!
Fri, Nov 28	40% Off?! Our Black Friday Deals Are On
Sat, Nov 29	Your Forever Couch – With Interest-Free Financing That Fits.
Sat, Nov 29	Up to 70% Off Clearance – While It Lasts!
Sun, Nov 30	2 Days Left: Don't Miss These Deals!
Sun, Nov 30	Fresh Ideas from Our Catalog + 40% Off.
Mon, Dec 1	Cyber Monday Exclusive: Free Power Hub + 40% Off Everything.
Mon, Dec 1	FINAL HOURS: 40% Off Everything + Free Power Hub
Tue, Dec 2	EXTENDED: Get 40% Off... Now Through Sunday!
Tue, Dec 2	Final Hours to Order Sectionals + Snugg for Christmas Delivery.

Lulu and Georgia (10)

Date	Subject Line
Thu, Nov 27	Add some art to your walls
Fri, Nov 28	Cure your turkey hangover
Fri, Nov 28	PRICE DROP ALERT
Sat, Nov 29	Your FAVORITE rugs on SALE this Black Friday
Sat, Nov 29	Back in stock and up to 30% OFF
Sun, Nov 30	A Welcoming Guest Bedroom
Mon, Dec 1	ENDS TONIGHT: Black Friday Sale
Mon, Dec 1	JUST FOR TODAY: Up to 30% Off Sitewide
Mon, Dec 1	PRICE DROP ALERT Time is running out
Tue, Dec 2	EXTENDED FOR ONE DAY ONLY UP TO 30% OFF SITEWIDE

Pottery Barn (16)

Date	Subject Line
Thu, Nov 27	Happy Thanksgiving + Happy Gifting!
Thu, Nov 27	Thankful for you: Enjoy up to 70% off
Fri, Nov 28	THEY'RE HERE: BLACK FRIDAY DEALS
Sat, Nov 29	NEW DEALS ADDED: Black Friday Weekend
Sat, Nov 29	The Gifts on Everyone's Wishlist
Sun, Nov 30	Your favorite styles are waiting (Plus, Up to 70% Off Black Friday Deals!)
Sun, Nov 30	The BEST Gifts Under \$100 + BLACK FRIDAY
Sun, Nov 30	Great gifts at the season's BEST prices
Sun, Nov 30	The Countdown is ON: Black Friday Deals End Soon!
Mon, Dec 1	Gifts starting at \$20 and shipping free

Date	Subject Line
Mon, Dec 1	Cyber Monday deals: Up to 60% off & free shipping sitewide
Mon, Dec 1	The Countdown Is On! UP TO 70% OFF
Mon, Dec 1	Cyber deals END SOON: Save BIG on furniture
Tue, Dec 2	CYBER MONDAY EXTENDED
Tue, Dec 2	Final Hours to Shop the BEST Cyber Deals
Tue, Dec 2	HOURS LEFT: Cyber BEDDING DEALS

Pottery Barn Kids (11)

Date	Subject Line
Thu, Nov 27	HOURS LEFT! Up to 60% OFF
Thu, Nov 27	STARTS NOW: Up to 70% OFF Black Friday Deals
Thu, Nov 27	IT'S FINALLY HERE: Up to 60% OFF Our #1 Gift
Fri, Nov 28	Room for seconds? Black Friday Deals ARE ON
Fri, Nov 28	TODAY ONLY: Up to 70% OFF Black Friday Deals
Sat, Nov 29	BLACK FRIDAY IS EXTENDED
Sun, Nov 30	BLACK FRIDAY ENDS TONIGHT (Seriously!!)
Mon, Dec 1	BEST. MONDAY. EVER.
Mon, Dec 1	ON SALE TODAY ONLY! The best in playroom style and quality
Tue, Dec 2	HOURS LEFT! Our best deals of the year end tonight
Tue, Dec 2	The sleigh is leaving: HOURS LEFT for up to 70% OFF

Pottery Barn Teen (11)

Date	Subject Line
Thu, Nov 27	HOURS LEFT! Early birds get up to 60% off

Date	Subject Line
Thu, Nov 27	Your Black Friday early access = UNLOCKED
Thu, Nov 27	IT'S HERE: BLACK FRIDAY STARTS NOW!
Thu, Nov 27	Our #1 gift = UP TO 50% OFF
Fri, Nov 28	HOURS LEFT: Our top gifts are UP TO 70% OFF
Sat, Nov 29	Black Friday is E-X-T-E-N-D-E-D
Sat, Nov 29	UP TO 50% OFF BEST-SELLING FURNITURE
Mon, Dec 1	LAST CHANCE to save on our #1 gift
Mon, Dec 1	The sofas & futons your feed is buzzing about (+ Cyber Monday Deals START NOW)
Tue, Dec 2	Check out or miss out: Up to 70% off ends TONIGHT!
Tue, Dec 2	The best sofas & futons = ON SALE (+ EXTENDED Cyber Monday Deals)

RH (5)

Date	Subject Line
Fri, Nov 28	Save Up to 60% in Our End of Year Sale
Sat, Nov 29	The Maxwell Sofa. Save Up to 40% for a Limited Time.
Sun, Nov 30	The King of the Stone Age. Explore Collections Crafted in Emperador Marble.
Mon, Dec 1	Discover the End of Year Sale. Up to 60% Off for a Limited Time.
Tue, Dec 2	Complimentary Design Services for Extraordinary Spaces

Room & Board (4)

Date	Subject Line
Fri, Nov 28	Last call for clearance!
Sat, Nov 29	Find meaningful gifts under \$100
Sun, Nov 30	Artisan-crafted bedroom storage, made to last
Mon, Dec 1	Join our community of design lovers

Rove Concepts (10)

Date	Subject Line
Thu, Nov 27	Thanksgiving Sale — Members Save 35% Site Wide + 25% Back in Voucher
Fri, Nov 28	Black Friday Is On — Shop Up to 50% Off
Fri, Nov 28	5 Reasons Why Rove, Why Now
Sat, Nov 29	Hurry — Black Friday Wraps at Midnight
Sat, Nov 29	It's Black Friday Weekend — Start with Your Favorites
Sun, Nov 30	Before It's Gone — Shop Black Friday Weekend
Mon, Dec 1	Last Chance: The Pieces Everyone Wants This Black Friday
Mon, Dec 1	Cyber Monday Just Got Beautiful
Tue, Dec 2	Cyber Monday: Last Hours, Best Picks
Tue, Dec 2	Cyber Week Begins — A New Moment in Design

Serena & Lily (8)

Date	Subject Line
Thu, Nov 27	Happy Thanksgiving
Fri, Nov 28	It's Here: Our BIGGEST Sale of the Year!
Sat, Nov 29	Our best prices + free shipping on EVERYTHING!
Sun, Nov 30	These are all \$250 or less + ship free.
Mon, Dec 1	Don't delay on our BEST prices of the year.
Mon, Dec 1	CYBER MONDAY: Don't miss our BEST prices of the year.
Tue, Dec 2	2 days left: Up to 40% off everything + free shipping.
Tue, Dec 2	Our BEST pricing of the year + free shipping.

The Citizenry (10)

Date	Subject Line
Thu, Nov 27	Tomorrow.
Fri, Nov 28	Now Open: The Black Friday Fund
Fri, Nov 28	You Order, We Donate: 25% off Sitewide
Sat, Nov 29	Fresh Cuts Up to 70% Off
Sun, Nov 30	Back In Stock. Pillows Included!
Sun, Nov 30	Don't miss our best sale ever
Mon, Dec 1	Cyber Monday is HERE
Mon, Dec 1	Down to the final hours...
Tue, Dec 2	SALE EXTENDED! Shop 20% Off Now
Tue, Dec 2	We Reached Our Goal!

West Elm (22)

Date	Subject Line
Thu, Nov 27	BLACK FRIDAY: Up to 70% off
Thu, Nov 27	BLACK FRIDAY: Up to 70% off top styles
Fri, Nov 28	Our best deals of the year: UP TO 70% OFF
Fri, Nov 28	THIS IS IT: The Black Friday Sale
Fri, Nov 28	Up to 70% off + MORE on select styles
Fri, Nov 28	Our biggest sale of the year. Up to 70% off.
Sat, Nov 29	UP TO 70% OFF. THIS IS YOUR SIGN.
Sat, Nov 29	2 DAYS LEFT: Don't miss out on great deals!
Sat, Nov 29	GOING FAST! Shop top deals on All-Clad, Le Creuset, Staub & more
Sat, Nov 29	The season to save: Up to 40% off holiday
Sun, Nov 30	ENDS TOMORROW: The Black Friday Sale
Sun, Nov 30	LAST DAY: The Black Friday Sale
Sun, Nov 30	FINAL HOURS + Extra 20% off select styles
Mon, Dec 1	LAST CHANCE: UP TO 70% OFF
Mon, Dec 1	EARLY ACCESS
Mon, Dec 1	CYBER MONDAY: ONE DAY ONLY
Mon, Dec 1	EXTRA 20% off select styles for Cyber Monday
Mon, Dec 1	Today only: Shop the Cyber Monday Sale
Tue, Dec 2	LAST CALL: Up to 70% off
Tue, Dec 2	EXTENDED! One more day for up to 70% off
Tue, Dec 2	One more day: EXTRA 20% off select styles
Tue, Dec 2	EXTENDED: Cyber Monday Deals