

Irvine Company

Retail email refresh modular system v1

StyleCampaign



Contact

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Retail email proposed module list v1

Below is our v1 draft for 23 modules

1 – Reworked location module

2 – Simplified location module

3 – Top navigation

4 – One column footer

5 – Two column footer

6 – Footer navigation stacked

7 – Stacked banner with title

8 – Special offer call out box

9 – 30/70 split

10, 11 & 12 – Mondrian grid

13 – Product hero intersect

14 – Overlap image left

15 – Overlap image right

16 – Events hero

17 – Simplified hero

---- Ideas for optional modules ----

18 – Two column products

19 – Text only centered intro

20 – 50/50 deep

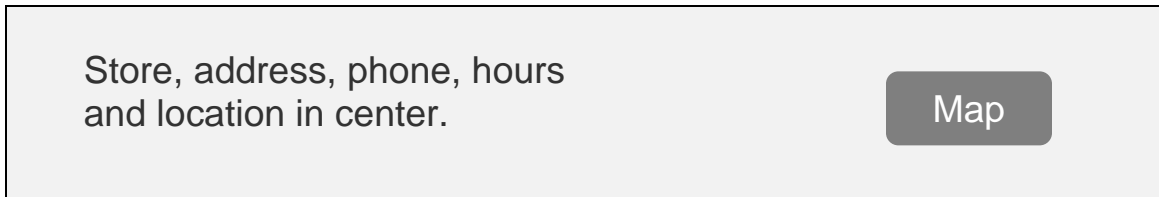
21 – Split grid

22 – Instagram

23 – Minimal product

Proposed retail modules detail v1

1 – Reworked location module



Same information as below but new layout, consider how it looks with multiple locations stacked. Most clicks are on the Map icon, make it bigger.

BONOBOS LOCATION

1057 NEWPORT CENTER DRIVE, NEWPORT BEACH, CA 92660

Map 

Phone: (924) 230-0605

Store Hours: Mon - Fri 10am - 9pm · Sat 10am - 7pm · Sun 11am - 6pm

Location: Near Nordstrom, [Fashion Island](#)

BONOBOS LOCATION

1057 NEWPORT CENTER DRIVE,
NEWPORT BEACH, CA 92660

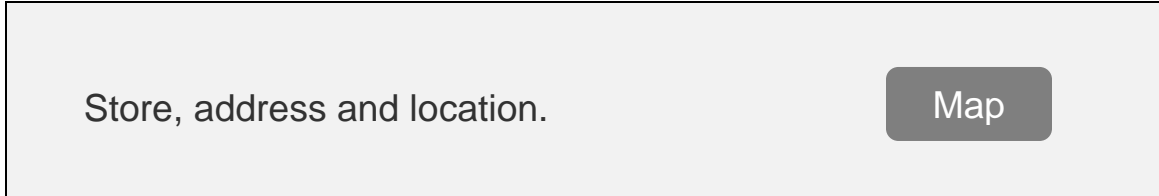
Map 

Phone: (924) 230-0605

Store Hours: Mon - Fri 10am - 9pm · Sat 10am
- 7pm · Sun 11am - 6pm

Location: Near Nordstrom, [Fashion Island](#)

2 – Simplified location module



What is the minimum amount of info it needs? Store name, address and location.
Do we need to spell out the address and location in the email or just link to it?



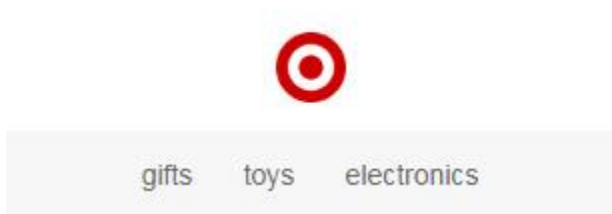
3 – Top navigation



As seen here:

DIRECTORY GUEST SERVICES DINING GUIDE EVENTS TOURISM

Kirra and I spoke of keeping the option for a top navigation, as some retailers with footer navigation still use a top navi. E.g. Target has 3 small links in header and 8 in the footer. Maybe reduce the current navi from five to three links, and make text lowercase so it's more subtle.



4 – One column Footer



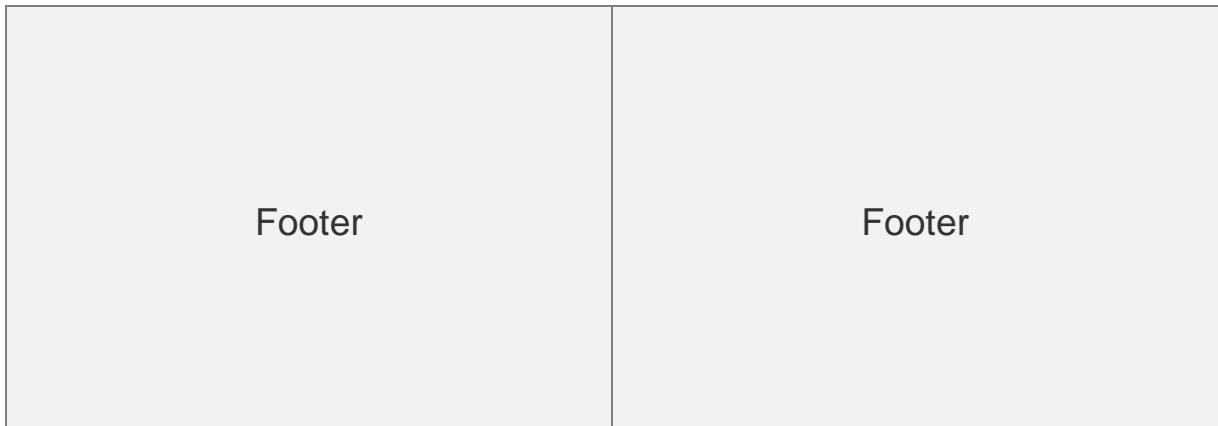
As seen here:



PERSONAL SHOPPERS

Our experts pull it all together for you ▶

5 – Two column Footer





Can use for various purposes if you have a selection of icons.

As seen here:



As seen here:

 <p>Buy Online, Pick Up In Store Learn More</p>	 <p>Bloomingdale's App Download It Now</p>
--	---

See a variation on this which is the 2x2 grid:

HOLIDAY HQ



Our one-size-fits-all pick.



FREE
SHIPPING

on orders over \$50.
That's our gift to you.



EXTENDED
STORE HOURS

To fit your busy
work/party/wrapping schedule.



RESERVE
IN STORE

Find it online, reserve it in stores
(let's hear it for last-minute gifts)!



COACH AT YOUR SERVICE



GIFTNOW
AVAILABLE

[Purchase now](#)



GIFT BOXES
& MESSAGING

[Learn more](#)



GIFT & E-GIFT
CARDS

[Shop gift card](#)
[Shop e-gift cards](#)



IN-STORE
PICK UP

[Find a store](#)

Holiday at Your Service



IN-STORE
PICKUP



GIFT BOXES
& MESSAGING



FREE SHIPPING
& RETURNS

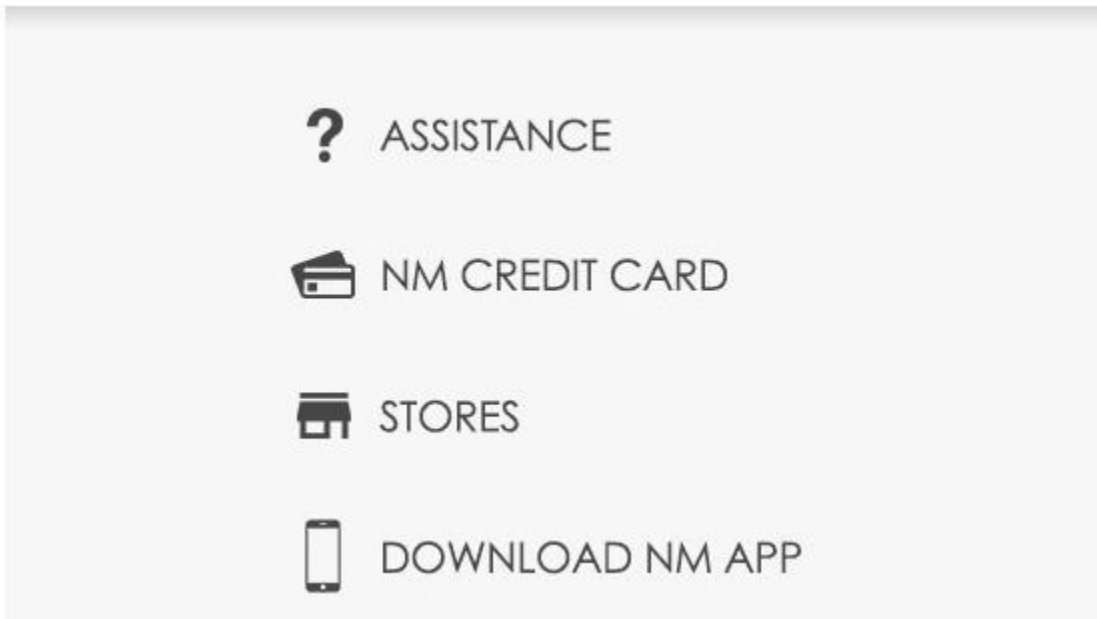


GUARANTEED
HOLIDAY DELIVERY

6 – Footer navigation stacked (4 deep)

0 Navigation
0 Navigation
0 Navigation
0 Navigation

As seen here:



7 – Stacked banner with title



As seen here:

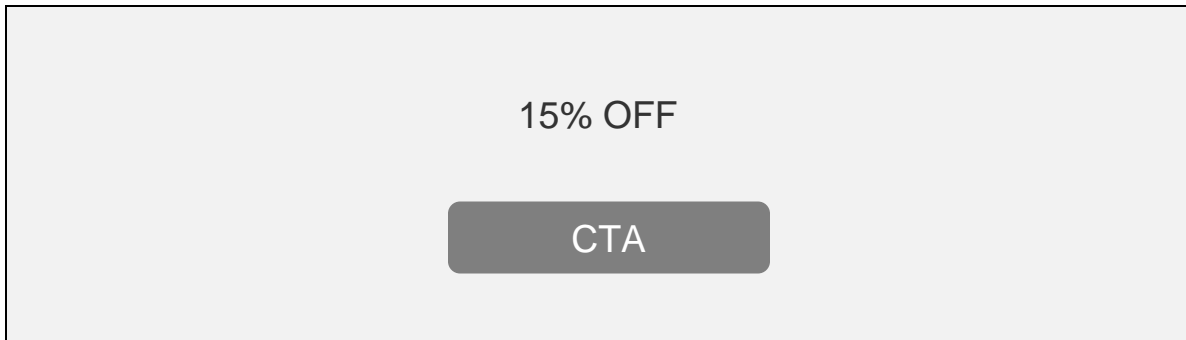


Current banners too thin on mobile, and add some title text to make them look less like ads.

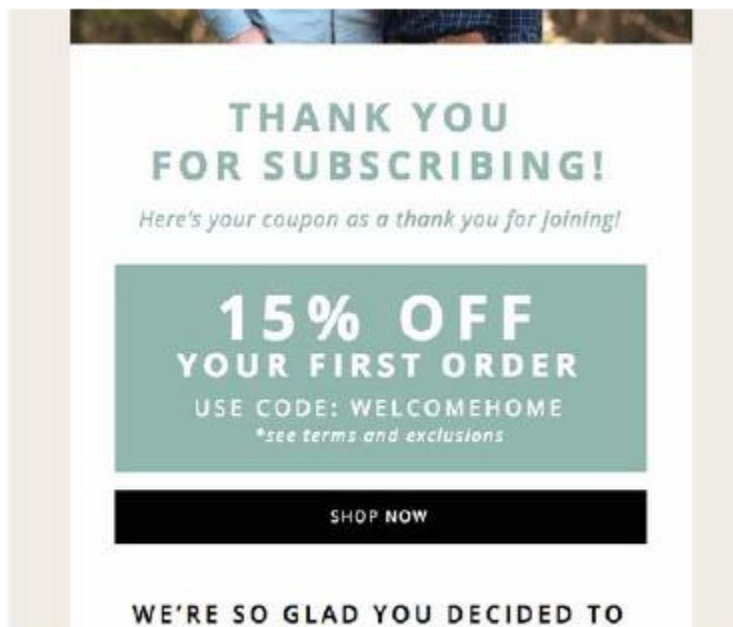
We'll be back soon, but in the meantime,
SEE WHAT'S HAPPENING NOW:



8 – Special offer call out box



As seen here in green:



Save an Extra 40%

on almost all permanently reduced styles for a
total savings of up to 70% off original prices.

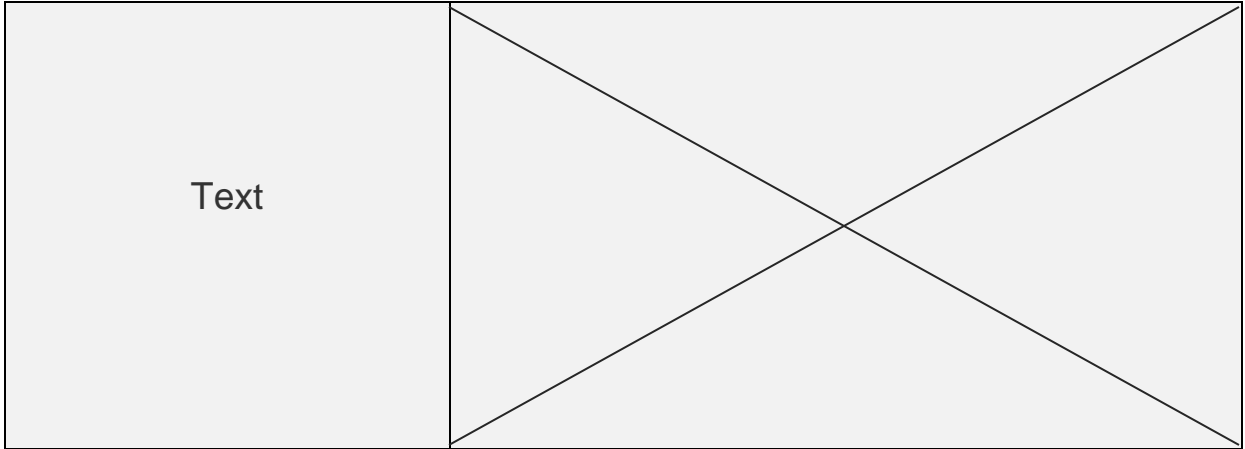
Items priced as marked.

[Shop Now](#)

20% Off Footwear with code SHOE20

[Shop Now](#)

9 – 30/70 split



As seen here:

**GET
50% OFF**

Sign up in the next 24 hours
to save big on your first
delivery of fresh ingredients
and chef-designed recipes.

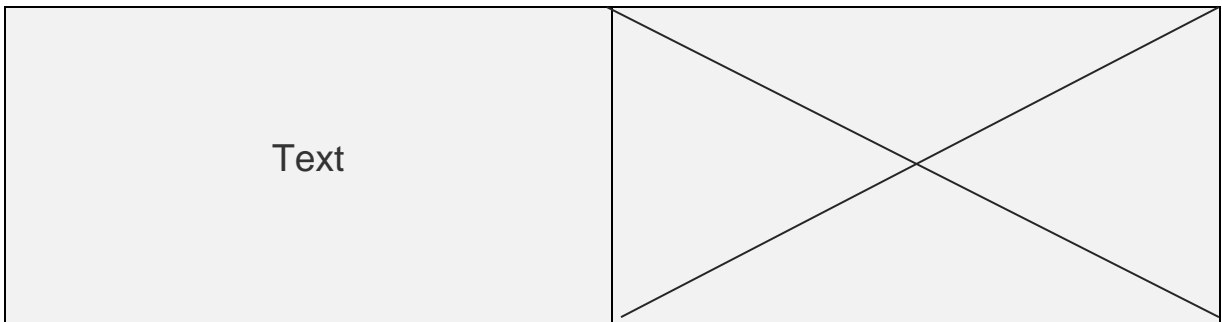
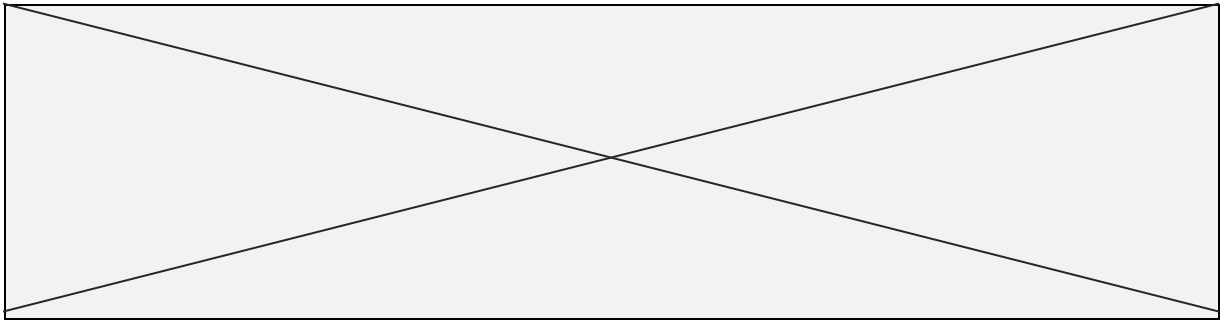
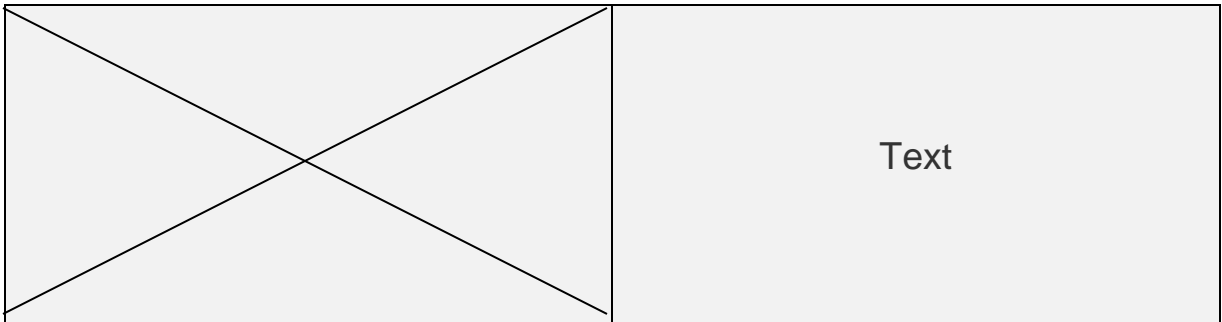
Get 50% Off*



10, 11 and 12 Mondrian grid

3 modules: title, image left and text right, single column image and text left and image right.

Title



As seen here:

See what's inside



SPICE UP YOUR LIFE

Sometimes a sauce, a spice rub, marinade, or dressing is all you need to take a dish from good to great.



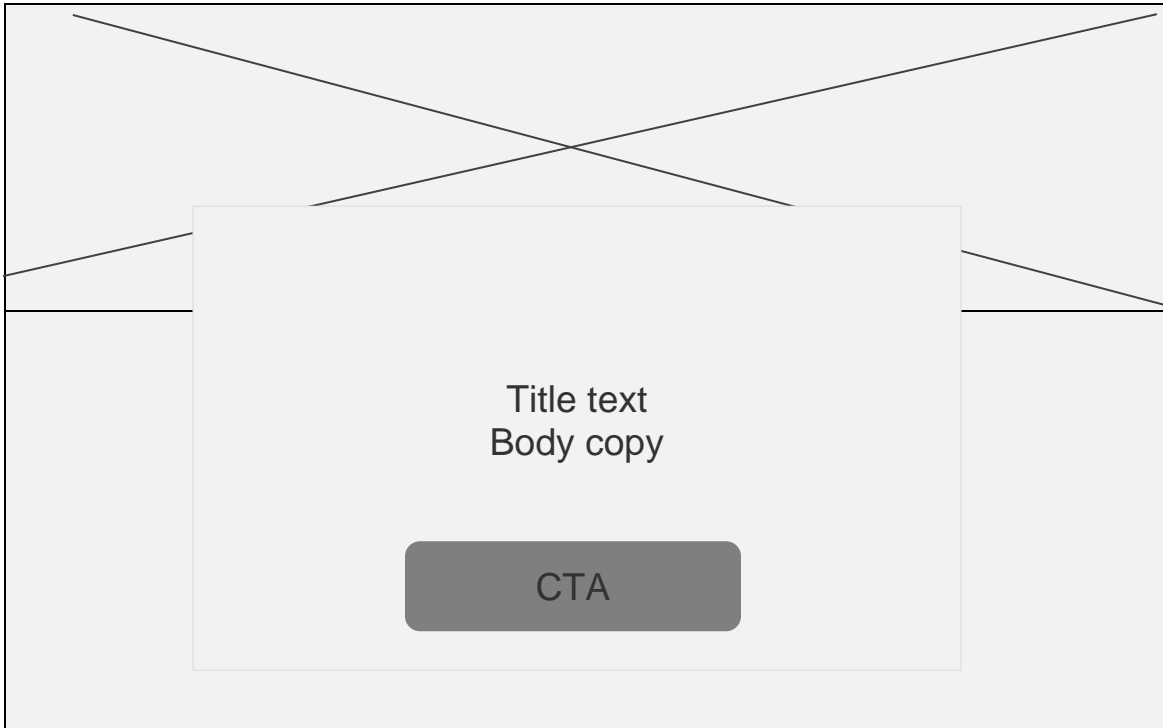
HOST THE PARTY OF YOUR DREAMS

We've broken down recipes into timelines to help you pull off an impressive feast without breaking a sweat.



13 – Product hero intersect

As seen here:



As seen here:





YOUR GUIDE TO THE
**Best.
Thanksgiving.
Ever.**

Your Holiday How-to

With crowd-pleasing recipes, inspired menu ideas, and a cheeky cheat sheet for scheduling the big day, the [Plated cookbook](#) has you covered.

CHECK OUT THE COOKBOOK

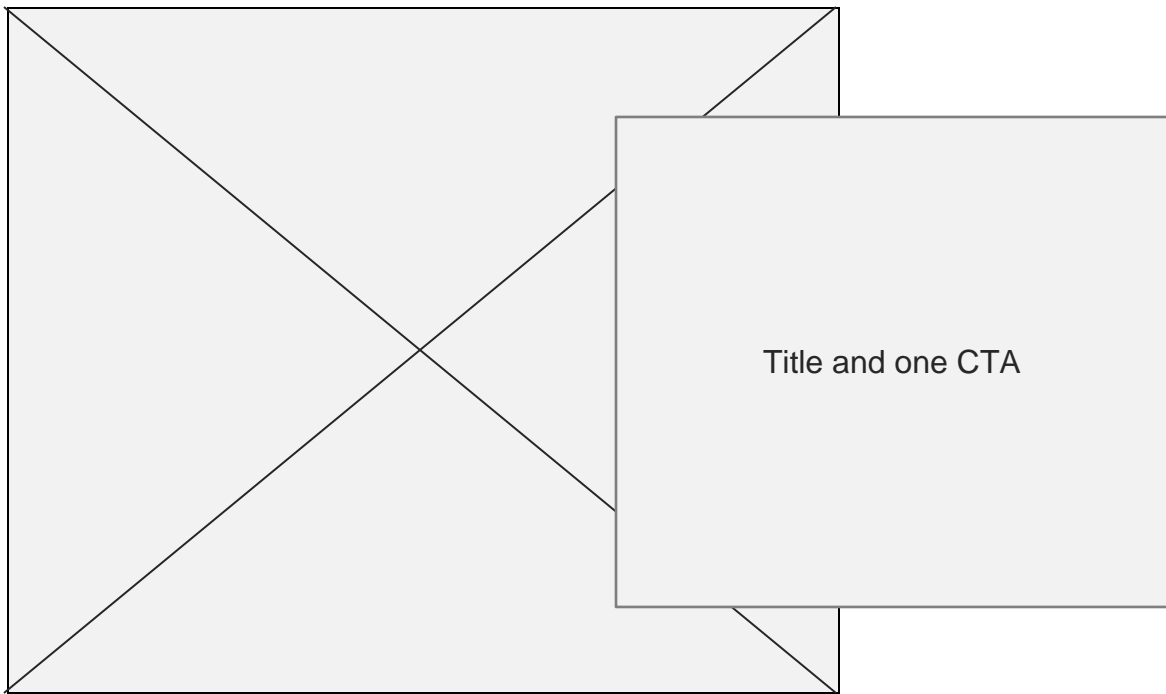


Give Character

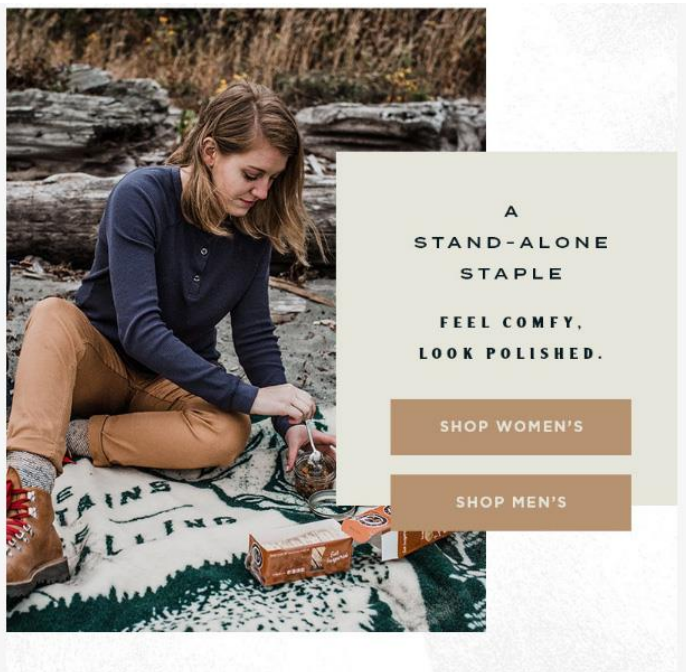
Liven up their holiday with mini leather mascots, ornaments, bag charms and more.

[SHOP NOW](#)

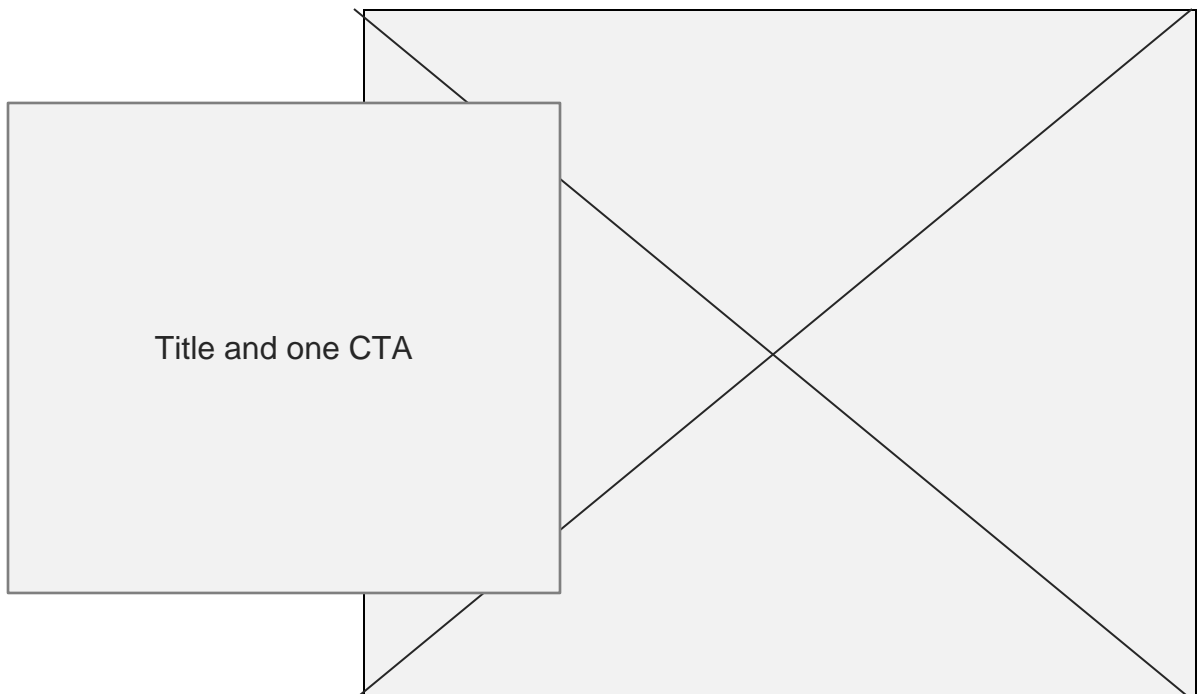
14 – Overlap image left



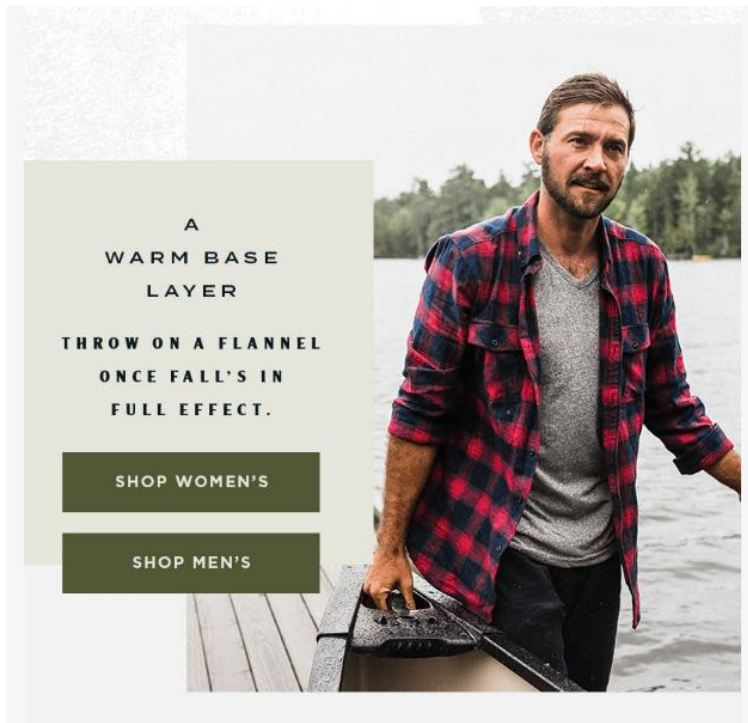
As seen here:



15 – Overlap image right



As seen here:



As seen here but not as deep:

NEW SHOES TO LOVE

Styles to elevate your look

[SHOP NOW](#)



HANDBAG HEROES

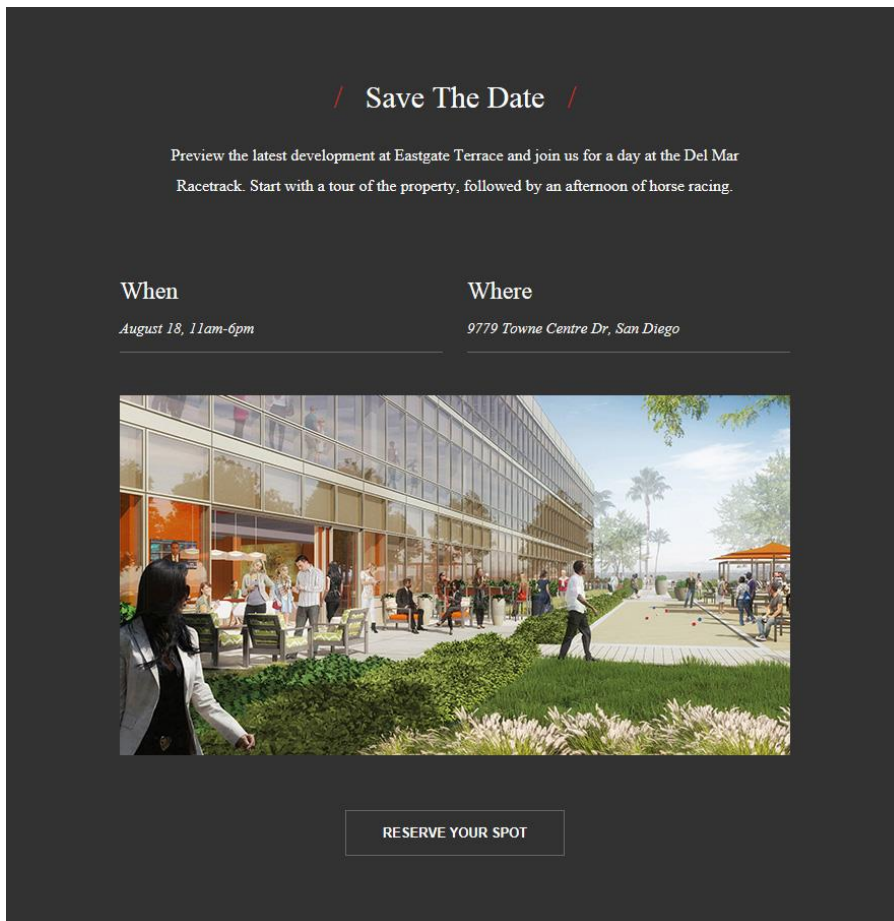
Need-now classics and
all-new arrivals

[SHOP NOW](#)

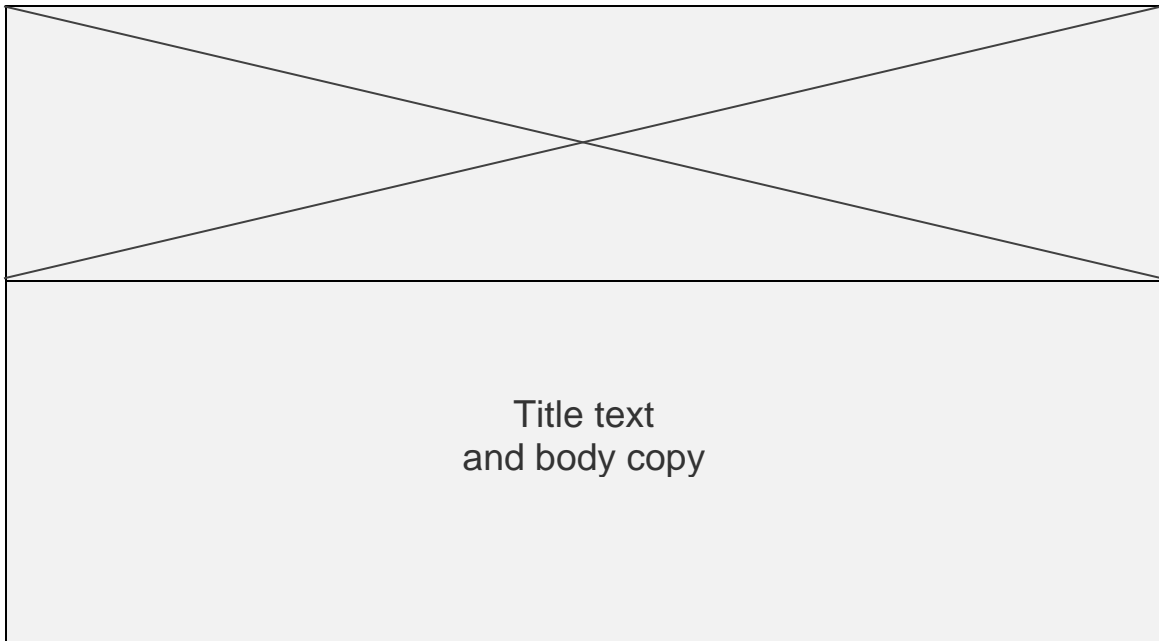
16 – Events hero



As seen here



17 – Simplified hero



See slide 8 in Kirra's deck, currently looks like:



ChaChas
LATIN KITCHEN

CHAMPAGNE BRUNCH AT CHA CHAS LATIN KITCHEN

Give a toast to Champagne Brunch at Cha Cha's Latin Kitchen every Sunday from 11am - 3pm. Enjoy live Latin music, bottomless champagne mimosas, brunch specials and award-winning margaritas in a fun and lively atmosphere.

Try their brunch menu favorites, including the Braised Short Rib Chilaquiles, Crab and Shrimp Enchiladas, Huevos Rancheros and Carne Asada con Huevos. Their Latin-inspired menu brings the culinary heritage of Mexico and Latin America to Orange County with a fresh modern style.

TODAY ONLY! Get a complimentary dessert with the purchase of an entrée by presenting this offer, available on the [Retail Therapy](#) app.

[VIEW MENU](#)

Simplified hero modules:



NEW ARRIVALS

Discover what's new, from hoodies and pullovers to tights and more.

[SHOP NEW RELEASES](#)



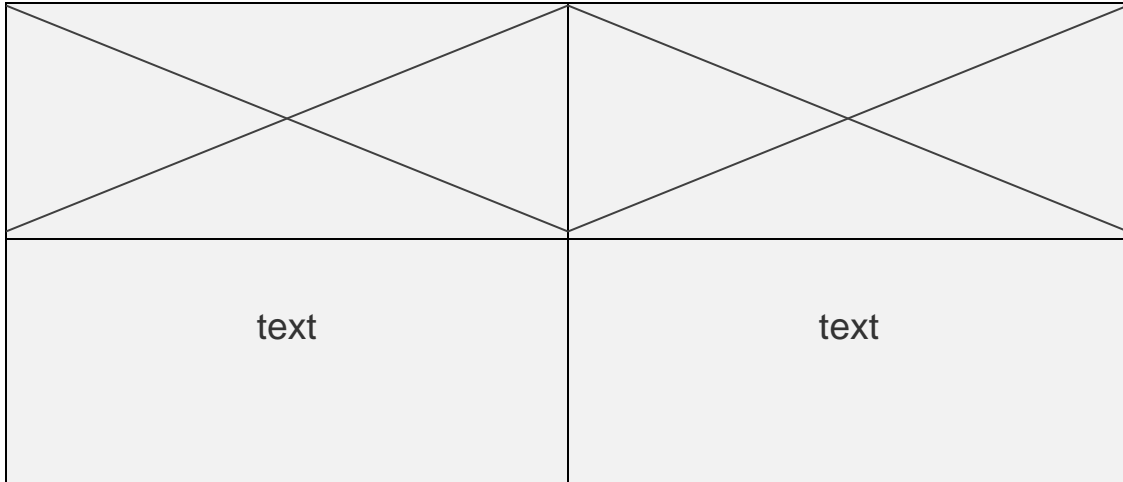
THE PORTFOLIO

FIVE PEOPLE YOU SHOULD MEET AT ART BASEL

Introducing the influencers who have helped drive Hong Kong's cultural
blossoming
[*Read more*](#)

---- Ideas for optional modules ----

18 – Two column products



I noticed you recently sent out a personal stylist email featuring, “Sara’s picks” showcasing products from different stores this would work for that.

As seen in:



JOHN SMEDLEY
Patterson Shawl-Collar Merino Wool And Cashmere-Blend Cardigan



INCOTEX
Slim-Fit Stretch-Cotton Corduroy Trousers




MACKINTOSH
Kensington Mid-Length Shell Hooded Raincoat




MAISON MARTIN MARGIELA
Canvas Sneakers

As seen in:



THE MARCH EDITION
GQ SELECTS
[Shop now](#)



HOW TO WEAR IT
ALEXANDER MCQUEEN
[Read more](#)

Also often see three or four column versions:

GET THE OUTFIT



Sam sunglasses
[SHOP ALL
SUNGLASSES >](#)

+



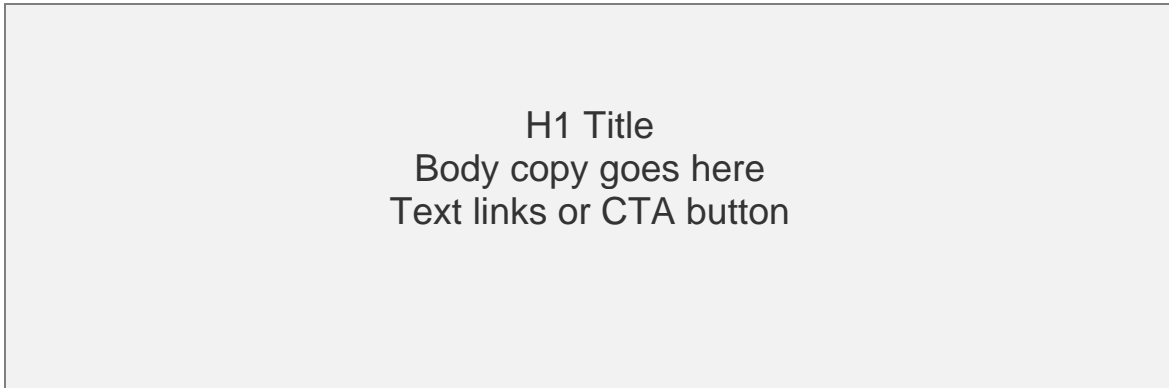
Saint James® for J.Crew
slouchy T-shirt
[SHOP ALL T-SHIRTS >](#)

+



caged flats in
glossy leather
[SHOP ALL FLATS >](#)

19 – Text only centered intro



As seen in:

J.CREW

WOMEN MEN GIRLS BOYS SALE

HOW IT'S DONE:
The Leopard Skirt

Sylvana Durrett, cofounder and CEO of Maisonette (a kids' clothing site launching next year), is known for her, *ahem*, spot-on style. Here, she shows us three ways she's wearing our tie-waist skirt in leopard print...

[**SHOP IT >**](#)

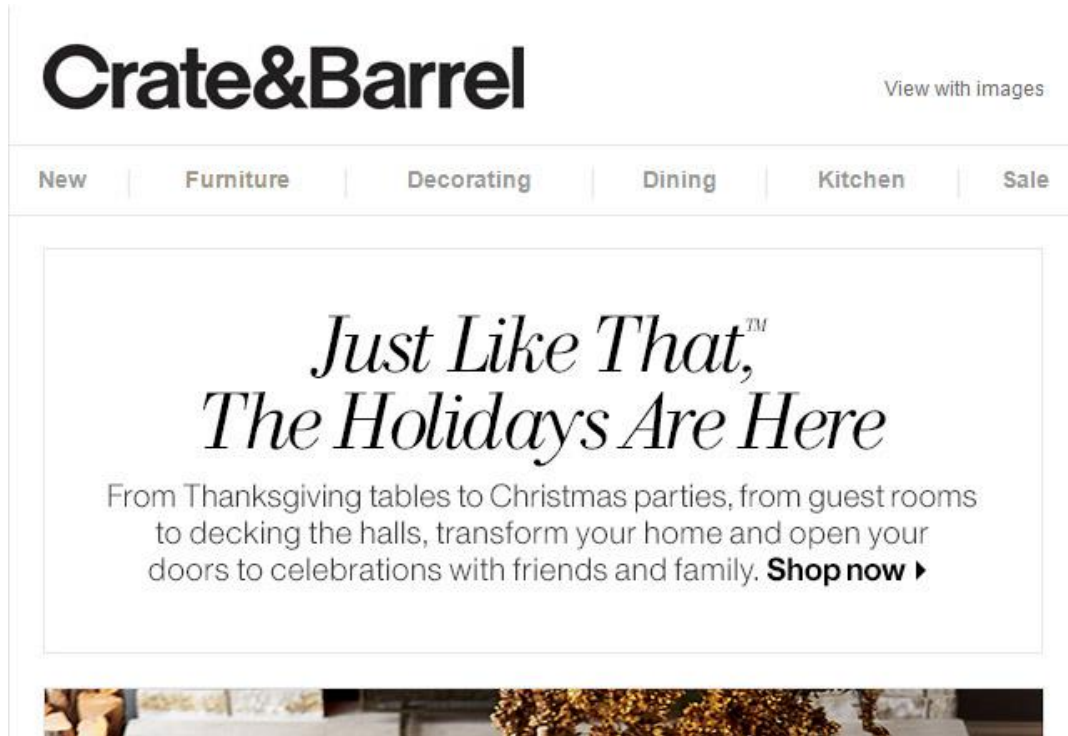
[**SHOP ALL SKIRTS >**](#)

Irvine Company

With the joyous season's celebrations, Sara,
our expert Personal Shopping Stylist, hand-selected
these merry holiday picks, perfect for the people on your list.

[VIEW ALL PICKS](#)

As seen in:




Crate&Barrel [View with images](#)

[New](#) | [Furniture](#) | [Decorating](#) | [Dining](#) | [Kitchen](#) | [Sale](#)

*Just Like That,[™]
The Holidays Are Here*

From Thanksgiving tables to Christmas parties, from guest rooms to decking the halls, transform your home and open your doors to celebrations with friends and family. **Shop now ▶**




As seen in:

YOUR NEW

SPRING WARDROBE

The days are getting longer and the sun a little brighter - spring is in the air and it's time to let your wardrobe know.

[SHOP NOW](#)



As seen in:



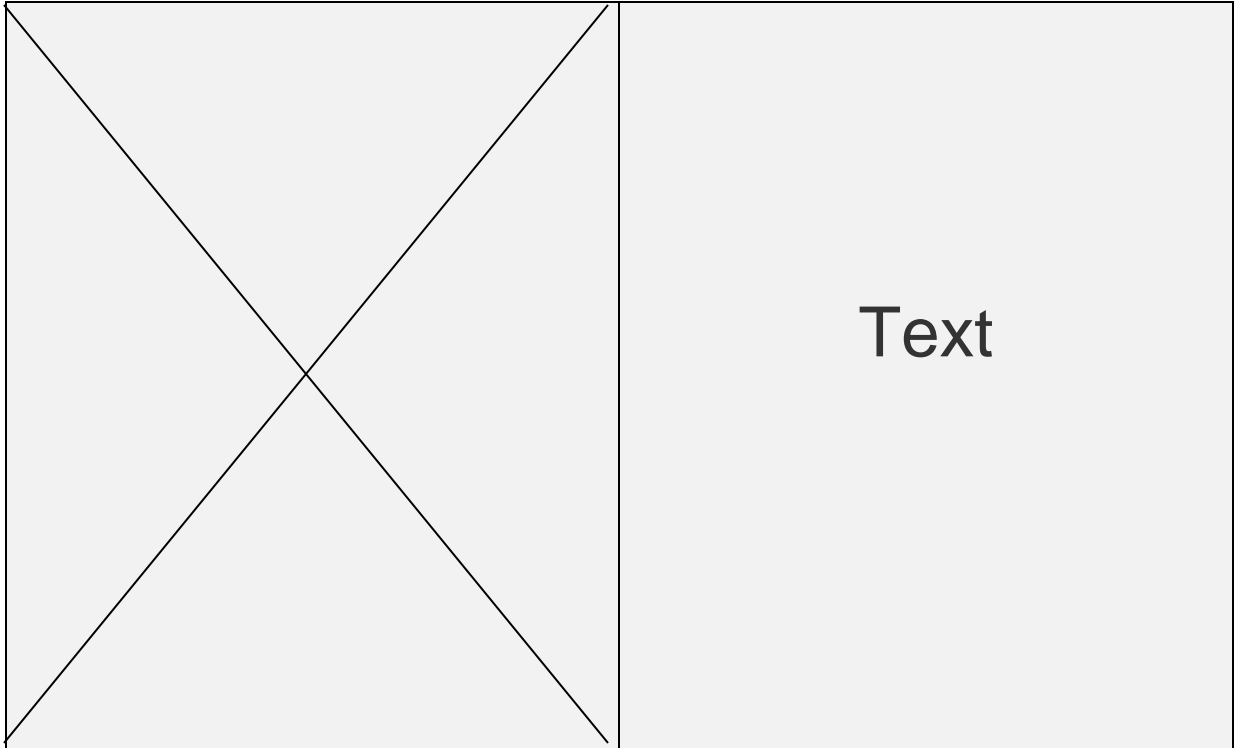
GO GADGET

Everything you need to geek out in style.

[SHOP TECH FOR HER](#)

[SHOP TECH FOR HIM](#)

20 – 50/50 deep



As seen here:



As seen here (would also allow for brand colors):



[DIRECTORY](#)

[GUEST SERVICES](#)

[PERSONAL SHOPPING](#)

[EVENTS](#)

Join
TRINA TURK
in Fashion Island for a day of
**SHOPPING &
CHAMPAGNE**

Thursday, November 9th

25% OFF
YOUR PURCHASE*

Sip Champagne as you shop their
fall and holiday collections.
Plus, enter for a chance to win
exclusive giveaways!**





Hats, Gloves & Scarves

Alexander McQueen,
Versace, Portolano & More

SHOP NOW



21 – Split grid (product shots mixed with hero shot)

As seen in:

Florals



GIAMBATTISTA VALLI



DOLCE & GABBANA



GUCCI



VALENTINO





DC Shoes
\$79.99



Deus Ex Machina
\$49.95



Nike
\$180.00



Rusty
\$49.99

As seen in:



Look to neutral hues and soft textures for sophisticated style, work to weekends.

[SHOP THE NEW COLLECTION >](#)

As seen in:



As seen in:



COATS TO CHECK



PRADA
Checked Wool-Jacquard
Coat



OUR LEGACY
Slim-Fit Bouclé Blouson
Jacket



PRADA
Checked Wool Coat



DRIES VAN NOTEN
Philip Slim-Fit Pinstriped
Cotton Trousers



10% Off* Heels

[Shop Now](#)



10% Off* Accessories

[Shop Now](#)

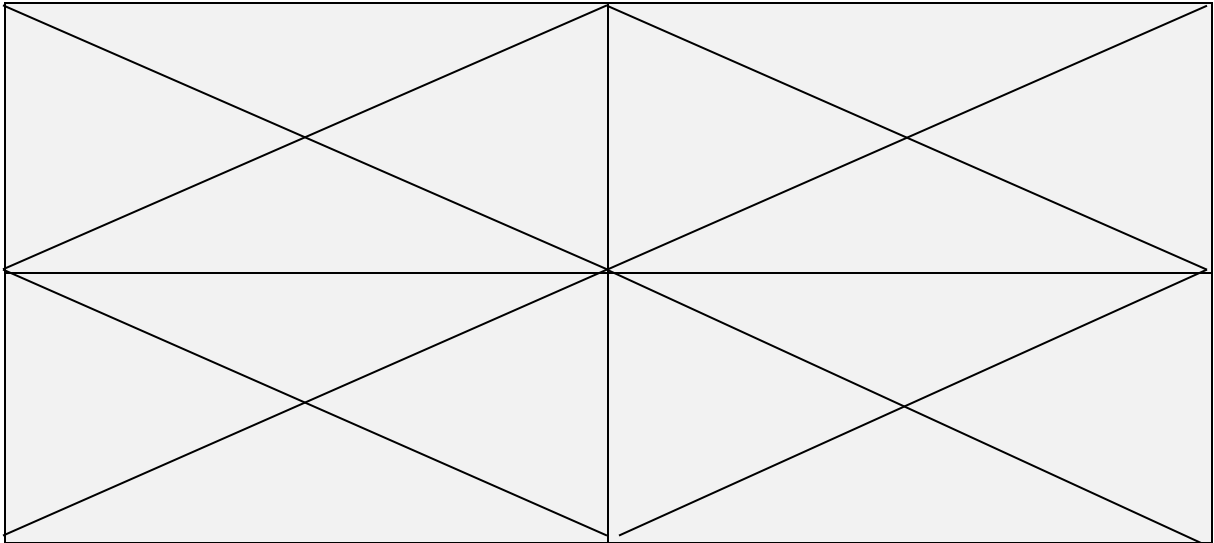


10% Off* Dresses

[Shop Now](#)

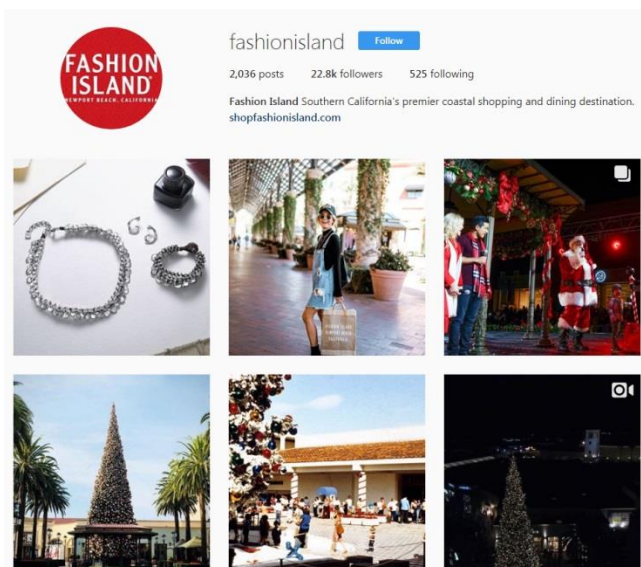
22 – Instagram:

Title text



CTA

As seen here:



See it, love it, shop it!

@neimanmarcus on Instagram

FOLLOW US ▶



Feature some of your Instagram content, need square image modules for it.

UO COMMUNITY

#UOONYOU



@sammyandpalgephotography
Orange County, CA



@quietvictories
Tampa, Florida



@themoptop
Portland, Oregon



@UOPhiladelphia
Philadelphia, PA



@bestdyeever
Chicago, Illinois



@ranchrex
Honolulu, Hawaii

This is UO Community: your favorite looks,
captured in Instagram photos and here to inspire.

[SHOP UOONYOU →](#)

[FOLLOW US →](#)

#seesummerbetter

Like proud parents, we can't help snapping photos of our new summer frames (and the adventures they go on).



And like *really* proud parents, we also want to see your best shots of our frames. Use #seesummerbetter on Instagram and share the love.

[Browse #seesummerbetter](#)

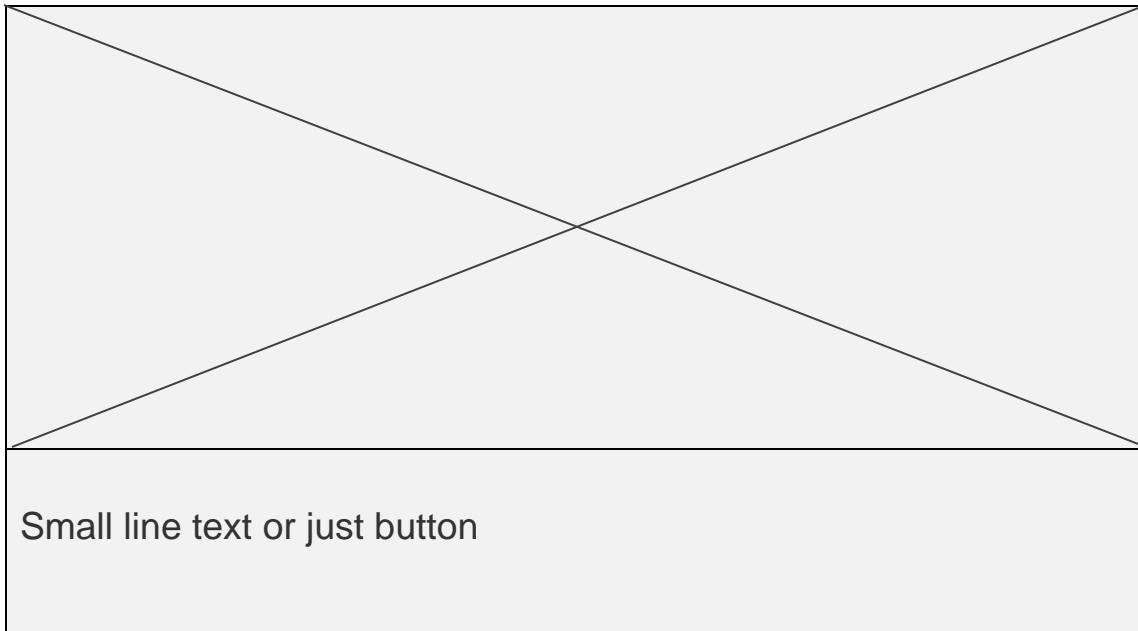
[Browse summer frames](#)

GINETTA ON INSTAGRAM

[FOLLOW US](#)



23 – Minimal product:



Nike and Harrods do this really well; they have product shots sometimes arranged asymmetrically with a small amount of live text just giving a description or even just a shop now button.

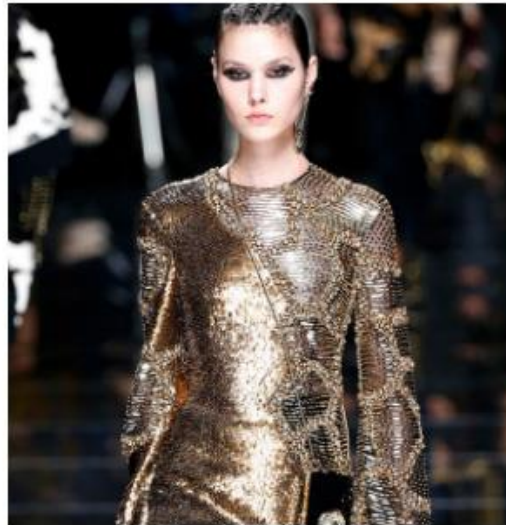


GIFTS FOR CHILDREN

[Discover](#)



SHOP DRESSES



GET THE LOOK

[SHOP BALMAIN](#)



Wide baffles cut a bold silhouette, filled with 550 duck down that's ideal for everyday wear.



Nike SF Air Force 1 SE
Premium Force 1s Female
Women's Shoe

[Shop Now](#)



Nike FE/NOM Flyknit
Women's Sports Bra

SHOP



The Maley



The Cudworth



The Tux



The Llama

Shop New Collection

Just the button here is live text top part an image.

Pricing

We charge a flat rate of \$500 (US) per responsive module. While some modules may be more complex than others, we figure it all evens out in the end.

\$500 per responsive module:

17 basic retail modules = \$8,500 US

23 retail modules (includes extra modules) = \$11,500 US

Next steps

1. Review the retail modules proposed in this v1 draft, and then create a v2 doc with final module selection.

Questions

Email Anna Yeaman at anna@stylecampaign.com

[StyleCampaign](#) / Los Angeles / tel: 818-762-8737 / [@stylecampaign](#)