

OliverMcMillan

Retail & Events modular email system v2

StyleCampaign



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Modular template use cases

Retailer announcements would be one off emails that are created for specific retailer announcements, store sales, private events etc. The flyers we use to input for these types of emails are almost always given to us by the retailer or restaurant, and for the time being we are just plopping them into a generic template to be sent out without any brand recognition or affiliation to the shopping center.

The events modular would be focusing on information, announcements and happenings around the shopping center such as live music, farmers market, in-store events or new product/menu launches etc. We would like to showcase more of the brand and style of each shopping center.

Some examples of current emails:

<http://theshopsbuckheadatlanta.com/>

[View email](#) / [View email](#) / [View email](#)

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<http://www.riveroaksdistrict.com/>

[View email](#) / [View email](#) / [View email](#)

Proposed module list v2

Below is our second draft for 10 combined retail & events modules:

1. Header with pre-header
2. Header navigation
3. Hero with copy & CTA
4. 2 column
5. 30/70 split
6. Footer admin with social
7. Housekeeping footer
8. Shopping center/Individual store location
9. Background image with text overlay
10. 50/50 split

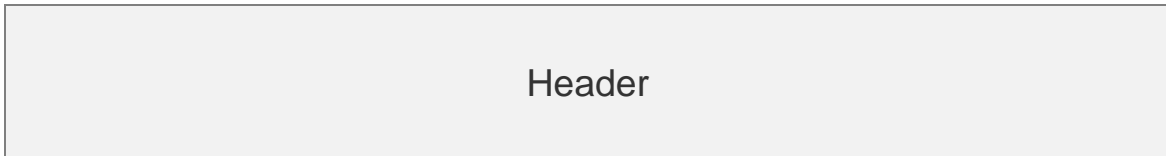
Proposed modules v2

Below is our second draft for the proposed modules:

1 - Header with pre-header

I'd keep social out of the header and place it in the footer; the vast majority of retailers do this now. Social icons generally don't get that many clicks and are seen to clutter up the header. In the early days of social media they were placed in the header, but now that they are the norm they don't need such prominence and customers expect to see them in the footer (like on websites).

Descriptive pre-header text and online link



As seen here:

In your favorite fits and washes. [Shop jeans.](#)
View this email [in web browser.](#)

NORDSTROM

Header needs to accommodate two logos:



THE SHOPS

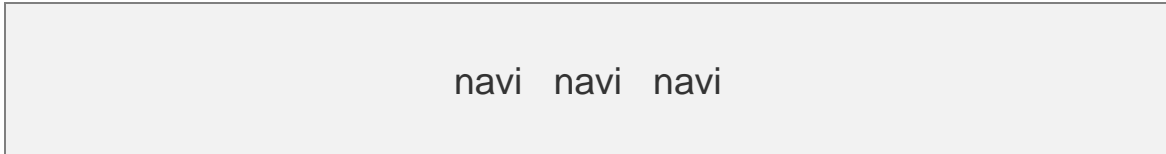
BUCKHEAD
A T L A N T A

RIVER OAKS DISTRICT

H O U S T O N

2 - Header navigation

I'm guessing you want header navigation rather than stacked footer navigation, as [seen here](#) ?



As seen here:

RIVER OAKS DISTRICT

HOUSTON

SHOPS DINING ENTERTAINMENT FASHION EVENTS CONCIERGE TOURISM

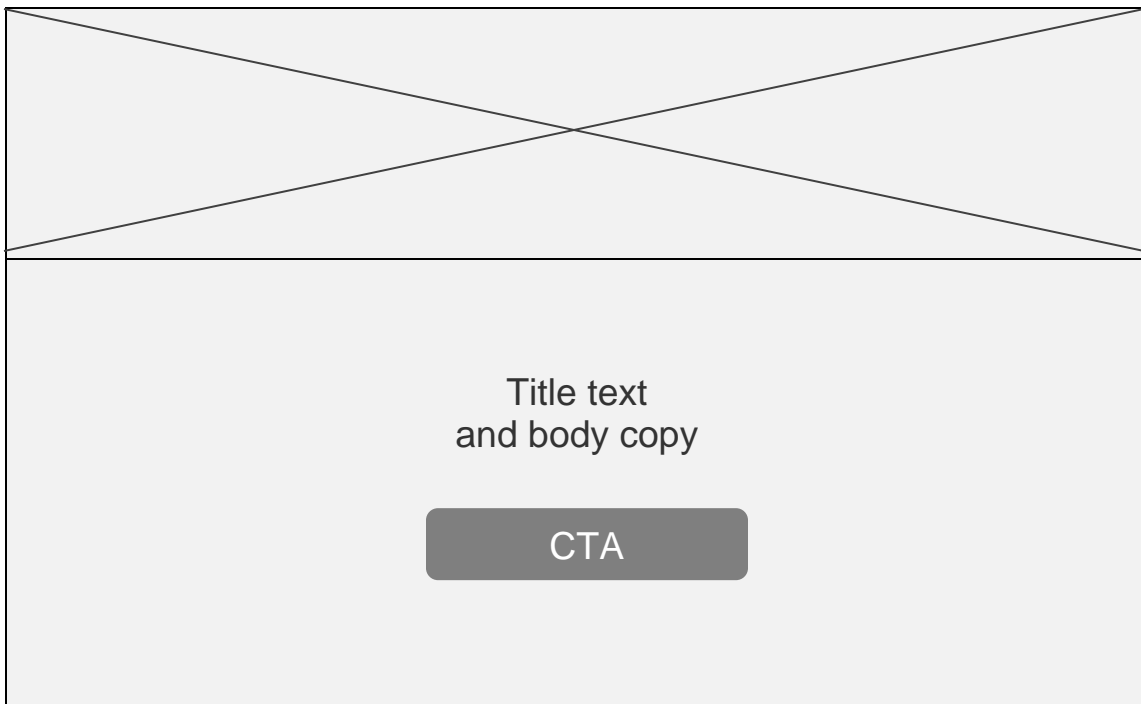
As seen here:

Final days to save. Shop Now > View Online

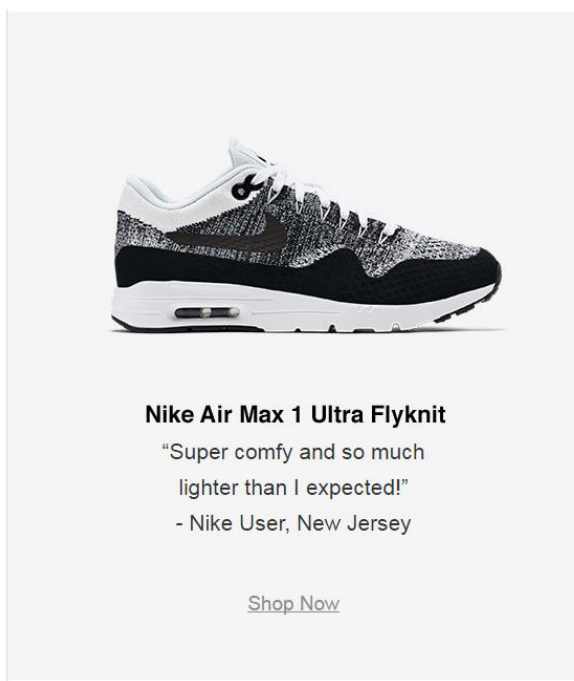


WOMEN MEN KIDS SALE

3 – Hero image with copy and CTA



As seen here:





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*](#)

:

As seen here:

/ Save The Date /

Preview the latest development at Eastgate Terrace and join us for a day at the Del Mar Racetrack. Start with a tour of the property, followed by an afternoon of horse racing.

When

August 18, 11am-6pm

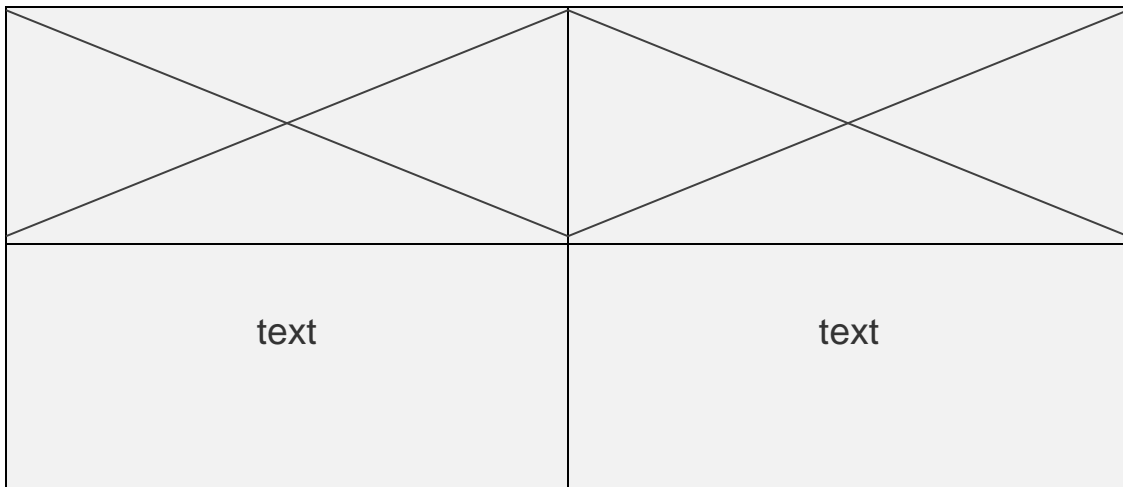
Where

9779 Towne Centre Dr, San Diego



RESERVE YOUR SPOT

4 – Two column image top and text below



As seen in:

Shoes



Kat Maconie Betsy Suede Heels



Jude Textured Heel

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 KITSUNÉ
Canvas Sneakers

As seen in:



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



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

As seen in:



Truffle Collection Ankle Boots
~~\$72~~ \$29



Melissa Odabash Hat
~~\$196~~ \$76

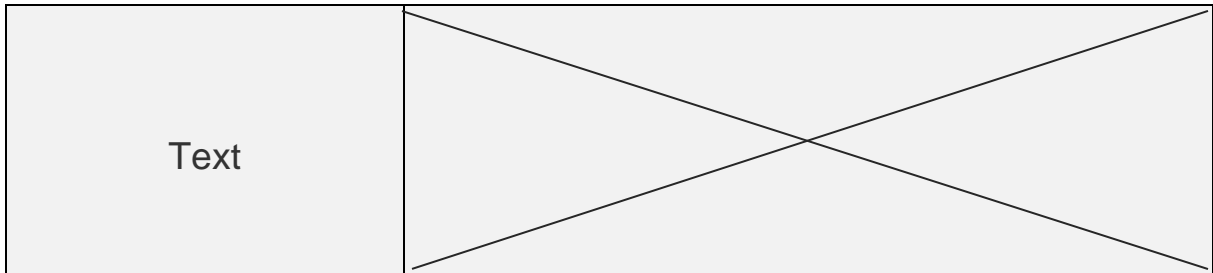


Blink Snake Print Sneakers
~~\$45~~ \$19.50

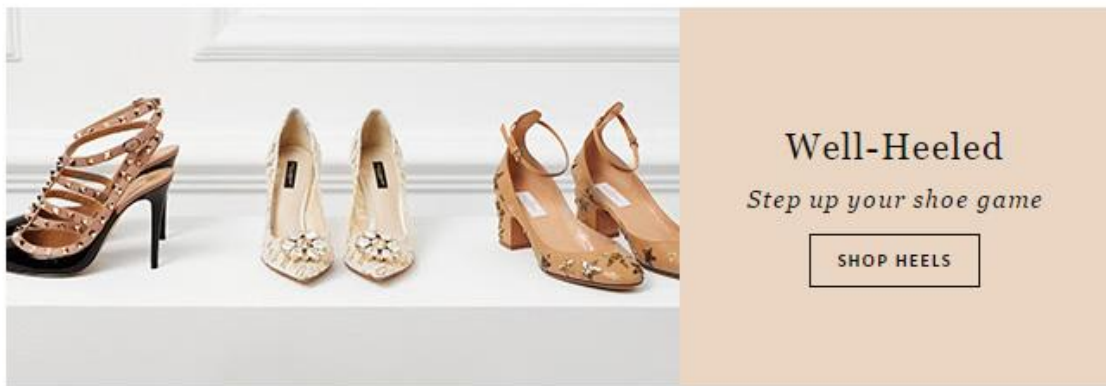


The Leather Satchel Company
~~\$189~~ \$102

5 – 70/30 split (Text left image right or image left text right. Both = 2 modules, allowing you to alternate).



As seen in:

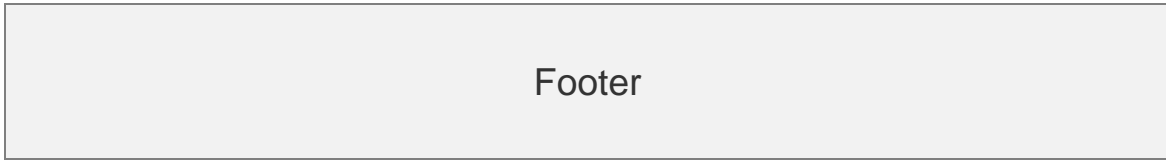




NEW STORES AND RESTAURANTS
OPENING NEARLY EVERY WEEK

CHECK BACK FOR
UPCOMING EVENTS

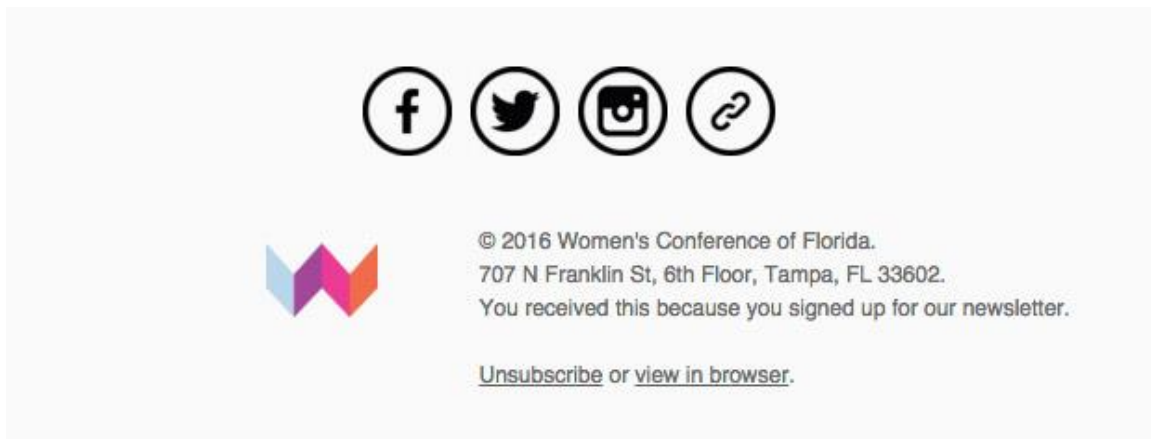
6 – Footer admin with social



Currently seen here:



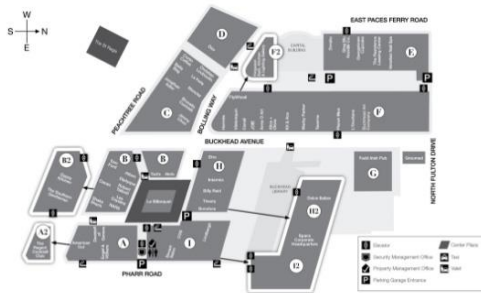
As seen here:



7 – Housekeeping footer (misc. such as parking, mobile apps, returns, mobile text alerts, gift cards, valet, directory, customer service, registry or concierge etc.).

 NO TAXES OR DUTIES* <small>*Find out more.</small>	 FREE DELIVERY* <small>*On orders over \$40.</small>	 FREE RETURNS <small>Not right? No problem.</small>	 GET THE APP <small>Shop on the go.</small>
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FIND YOUR WAY



[DIRECTORY »](#)



[PARKING »](#)



[DIRECTIONS »](#)

 FREE UK RETURNS	 GLOBAL DELIVERY	 NEXT DAY DELIVERY	 IN-STORE EVENTS	 HARRODS REWARDS
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[Contact Us](#)



[International Shipping](#)



[Click and Collect](#)



[Free Returns](#)

8 – Shopping center or individual store location

GLENDALE, CA - THE AMERICANA AT BRAND

712 Americana Way
Glendale, CA 91210

818-741-2970

Monday-Thursday 10am - 9pm
Friday-Saturday 10am - 10pm
Sunday 11am - 8pm



VISIT YOUR STORE TODAY

[Find a store](#)

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](#)

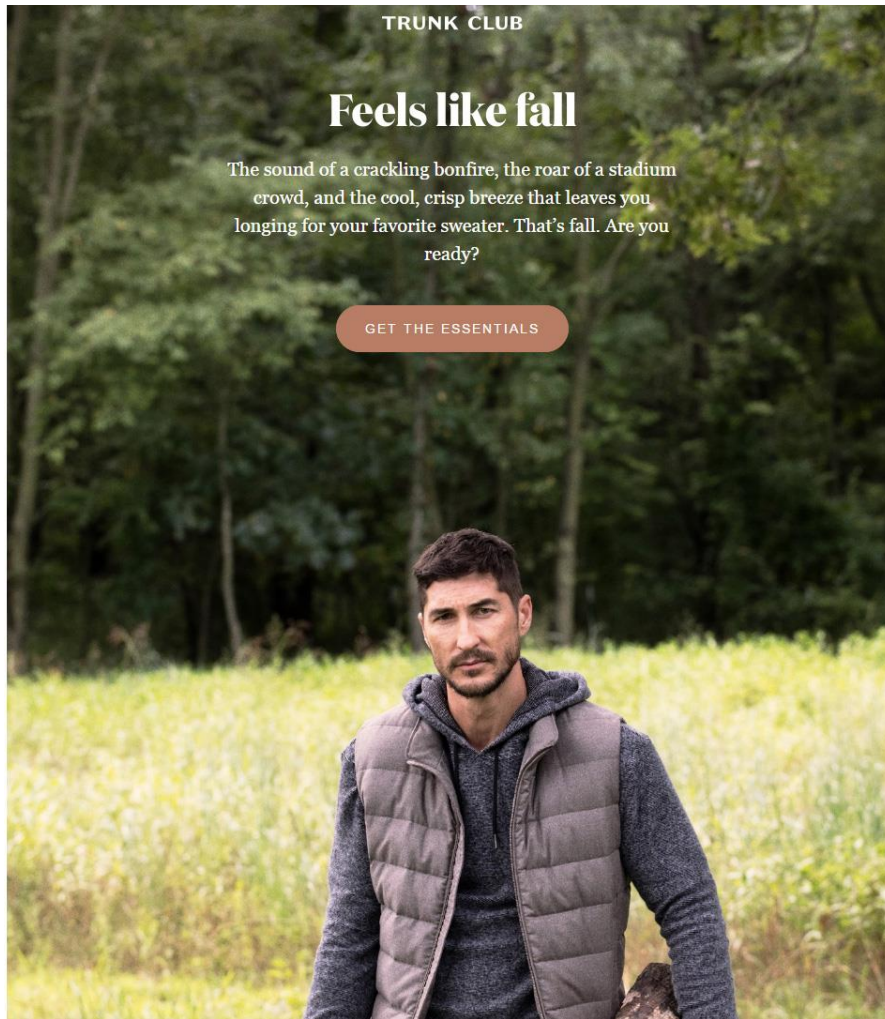
9 – Background image with live text overlay

Background image with live text overlay

As seen here:



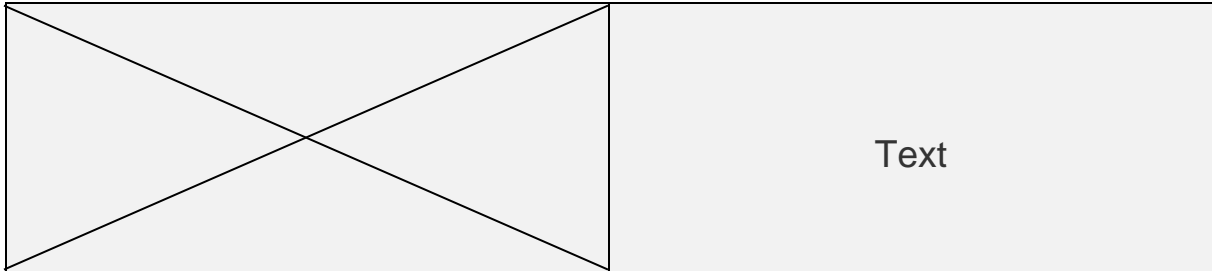
As seen here:



As seen here:



10 –50/50 split (text left image right or image left text right, both = 2 modules and allows you to alternate).



As seen here:



Levi's Is Officially Bringing Back These Iconic Jeans

Dare we say they're even better than the 501s?

[READ MORE](#)



The Absolute Best Blazers for Every Price Point

All styles and prices welcome.

[READ MORE](#)

SPRING-READY
**FOOTWEAR
EDIT**

Canvas sneakers, sandals and more – shop our spring-ready shoes and get set for warm weather.

[SHOP NOW](#)



THIS WEEK I'M WEARING

**MR
ALEXANDER
GILKES**

The well-connected auctioneer walks us through the art of dressing tastefully

[*Read more*](#)



The latest frame from our collaboration with Ghostly International combines lightweight Japanese titanium and premium acetate in a sleek Jet Black Matte finish.

Shop now



an hour ago
BEAUTY



125TH ANNIVERSARY

5 Model Camps That Ruled the Runways, From the Brazilians to the Social Media Stars of Today

by MONICA KIM

[Read More →](#)

an hour ago
RUNWAY



Buy Now or Buy Later? Retailers Weigh In on Which Show Style Is Better for Business

by STEFF YOTKA

[Read More →](#)



• BACK TO EVENTS

Amorino Limited Edition Gelato Valentines Day

Hello February! The month of love is here and we want to make it extra special! Our limited edition roses are available starting February 1st until February 15th



Concierge

Our dedicated Concierge team perfects the art of Texan hospitality. Whether you're a resident, an office tenant, a local patron or an out-of-town visitor, our savvy team provide every perk to elevate your River Oaks District experience, from making reservations and arranging car service to delivering packages and suggesting itineraries.

(713) 904-1310

[EMAIL US +](#)

Pricing

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

e.g. 10 modules would total \$5,000

Deliverable

One 'Master' HTML file, including any supporting image assets. QA is carried out on real devices in our lab, we also send along a Litmus preview.

Revisions

Two rounds of design revisions are included in the estimate.

Timeframe

Ten working days for the full first design draft. Turnaround is three days for revisions, within 24hrs for small tweaks. Two weeks once we have final design approval for coding and QA.

Next steps

- 1 – Review this v2 draft
- 2 – Call to discuss or send along feedback in an email.
- 3 – If final draft, place module list in a SOW with a timeframe
- 4 – Gather together branding materials e.g. style guide, logos and images.
- 5 – Mock up a few modules for review to make sure we're on the right track

Questions

Email Anna Yeaman at anna@stylecampaign.com

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