

# Tilly's

Exploring mobile email approaches

# StyleCampaign



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# Scalable

Tilly's existing creative is a 620px wide, image-based scalable layout. Scalable layouts are narrow – often 500-600px – with oversized content so that the creative remains legible when scaled down on mobile devices like the iPhone.

Tilly's current scalable creative:

<http://stylecampaign.com/mobile/Tillys/current/TILLYS-1.html>

<http://stylecampaign.com/mobile/Tillys/current/TILLYS-2.html>

<http://stylecampaign.com/mobile/Tillys/current/TILLYS-3.html>

<http://stylecampaign.com/mobile/Tillys/current/TILLYS-4.html>

<http://stylecampaign.com/mobile/Tillys/current/TILLYS-5.html>

<http://stylecampaign.com/mobile/Tillys/current/TILLYS-6.html>

Scalable layouts are simple to maintain as they are just narrow desktop templates, they don't require the use of advanced coding techniques found in adaptive and responsive designs.

Examples of scalable layouts:

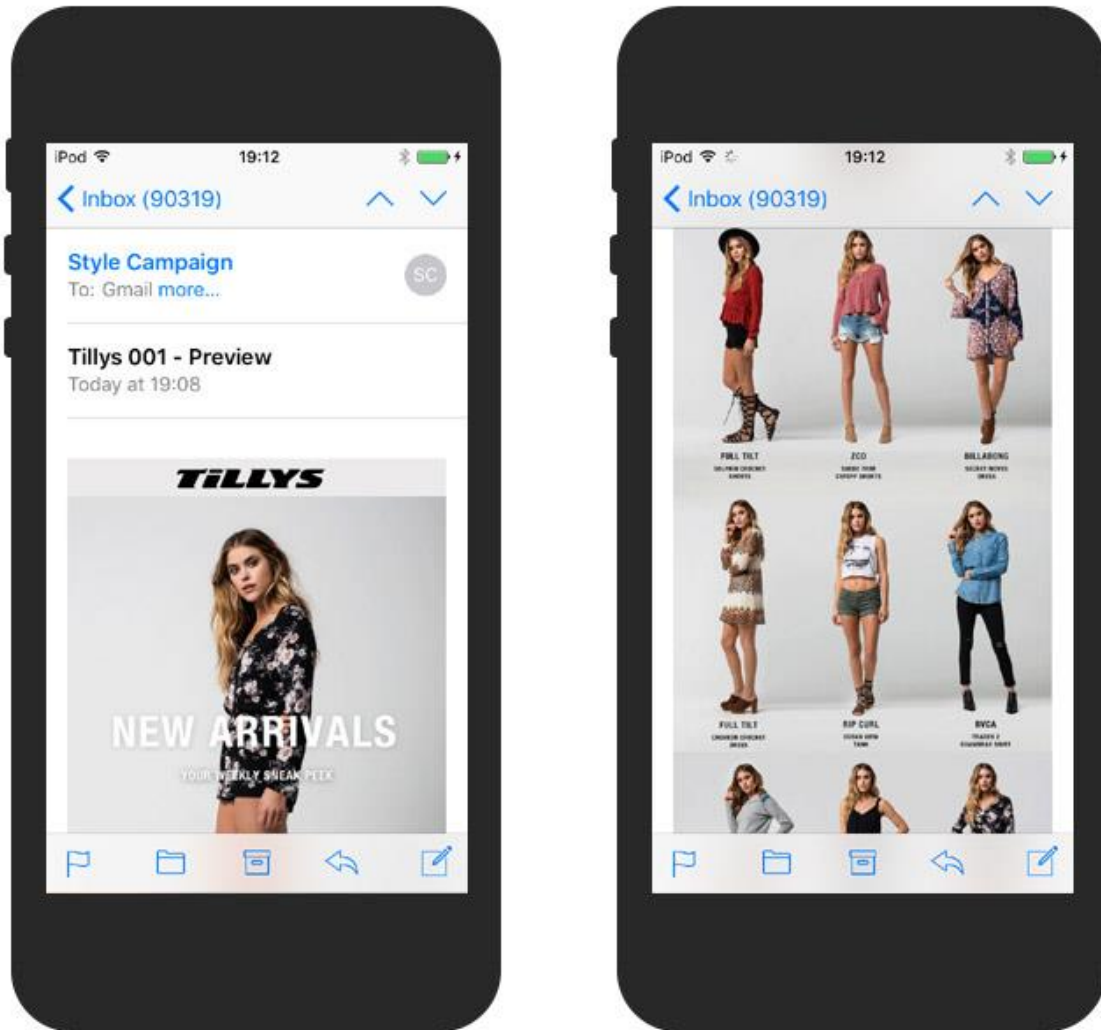
[Abercrombie & Fitch](#)

[Lane Bryant](#)

[Urban Outfitters](#)

[Victoria's Secret](#)

If you choose to stick with a scalable modular system there are still optimizations you can carry out. Such as going narrower and possibly adding some live text.

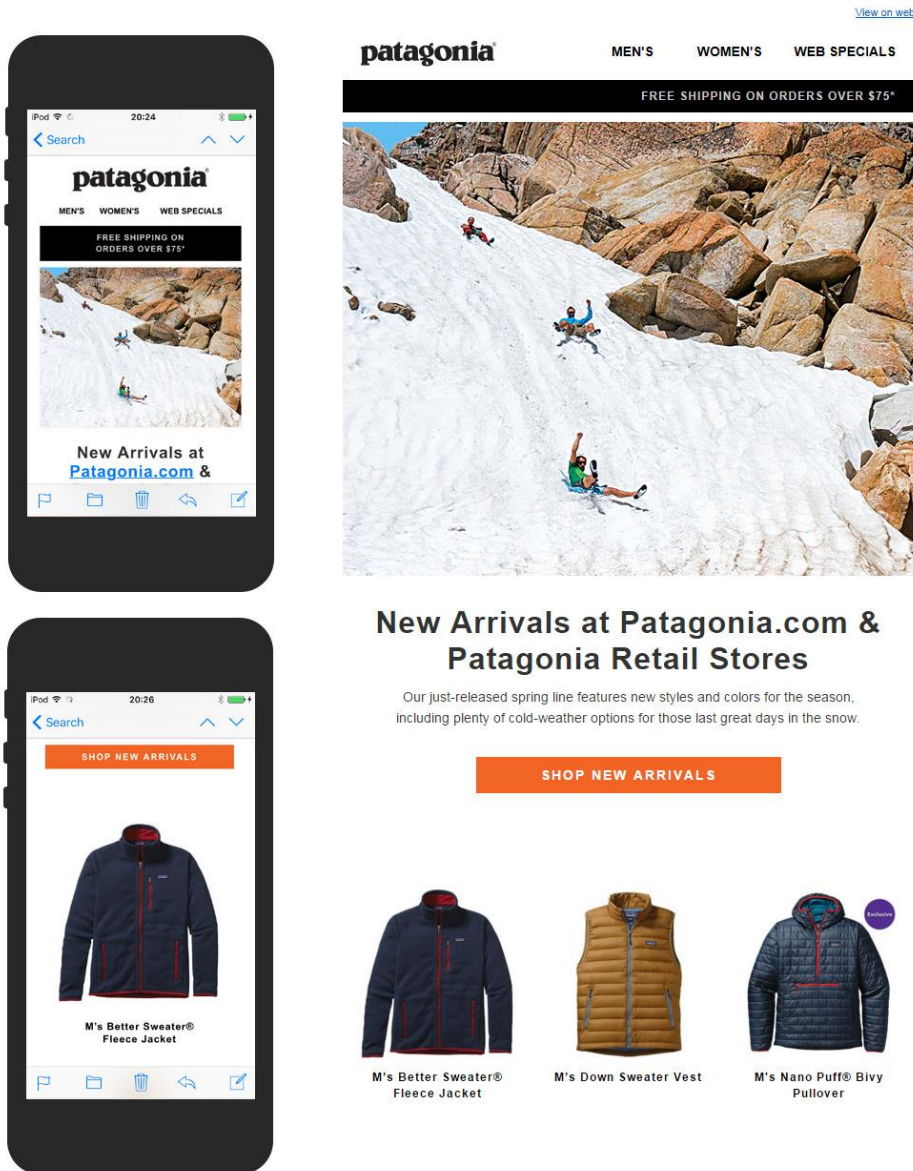


*Legibility of a scalable layout on mobile can be inconsistent*

The downside to a scalable layout is that it does not give you much control across viewports. Element's such as navigation and copy can become sub-par on mobile. Also the degree to which some items remain legible can be inconsistent. You cannot read the text within the 3 column product grid above for example or see much detail in the product shots but the hero image works well.

# Adaptive

An adaptive layout has two main states: desktop and mobile. Unlike a responsive layout it's not fluid across viewports. Many retailers such as Banana Republic and Nordstrom started out with a scalable layout before upgrading to adaptive.



*Example of an adaptive layout that uses live text*

Examples of image-based adaptive layouts:

[Banana Republic](#)

[Neiman Marcus](#)

[Gap](#)

Examples of adaptive layouts with live text modules:

[The Clymb](#)

[REI](#)

[Patagonia](#)

[Nordstrom](#)

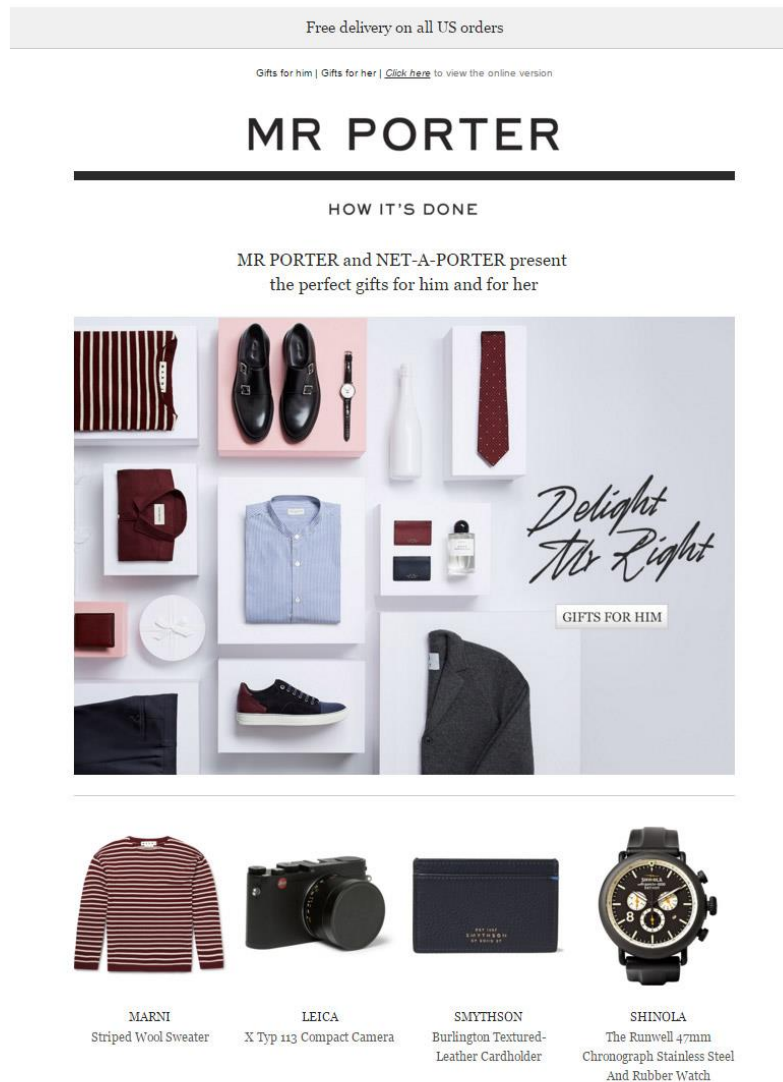
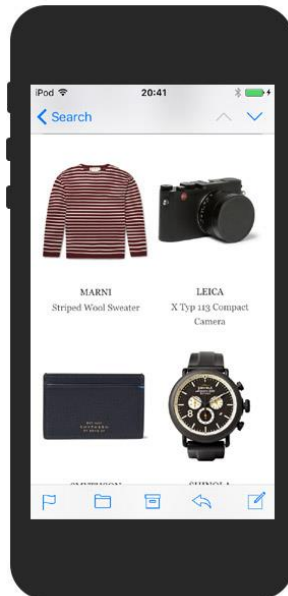
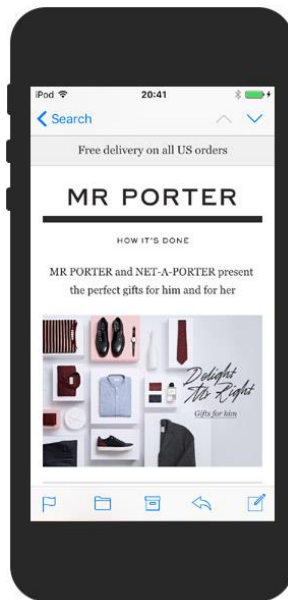
[Nixon](#)

With an adaptive layout you can alter your navigation to be more mobile friendly, stack content and wrap copy. The downside is that the code is more complex than scalable. Also if you opt for live text then you'll need a way to update the content such as using a code editor or WYSIWYG. Though if you stick with the modules 'as is' and don't try to redesign them, it's a fairly simple task.

When I recently looked at fifty retail emails they broke down as: 32% scalable, 30% adaptive, 30% desktop and 8% responsive.

# Responsive

Similar to an adaptive layout except that it is more fluid across viewports. For instance images will scale down rather than just appear to switch out when you hit a certain browser width.



*Example of a responsive layout that uses live text*

Like adaptive the coding is more complex than scalable, though it will offer support across the broadest range of screens as it catches the in-betweens.

It's always case specific but by and large the code of a responsive template isn't more complex than adaptive. Though designing for responsive does take a little more thought when using live text modules, as you'd need to consider how each element transitions across different viewport sizes. Adaptive is easier to get your head around as it's just the two states. Though it's only a concern if you plan to design and code new modules in-house.

Examples of responsive layouts:

[Bobby Jones](#)

[Lands' End](#)

[Pier 1 imports](#)

Examples that use live text:

[Size?](#)

[Mr. Porter](#)

[GoPro](#)