

INTERNET

US brands, retailers send patriotic emails to show heritage, personality

July 3, 2014



Michael Kors "What's In Your Kors?" image

By SARAH JONES

U.S. fashion labels and department stores are working to become a part of consumers' Fourth of July celebrations through email campaigns.

[Sign up now](#)

Luxury Daily

With blasts dedicated to both sales and red, white and blue dressing, the emails aimed to inspire purchases while communicating the lifestyle associated with the brands. By giving their version of the holiday, these brands are able to show their personalities.

"Marketers need to not only recognize and respond to major events in consumers' lives, but minor ones as well," said Matt Caldwell, vice president of agency services and creative at [Yesmail](#), Portland.

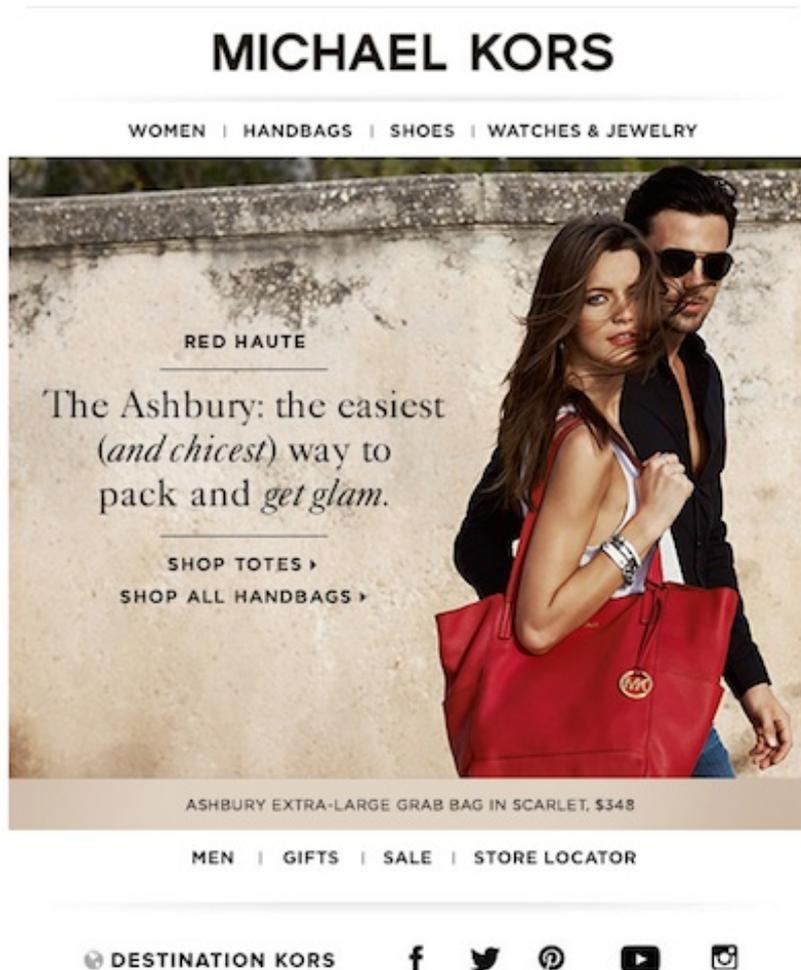
"The Fourth is cause for celebration, which leads to more opportunities for purchases," he said. "Most will be stocking up on items from Target, but opportunity still exists for luxury retailers as people want to look their best for the holiday and treat themselves and their loved ones during the summer."

Americana communications

Michael Kors sent two different emails to consumers, giving multiple suggestions of what

purse to carry for the holiday.

The first email, sent June 26, included the subject line “Red alert: a Fourth of July must-have.” Inside, the label showed a photo of the Ashbury in scarlet, telling the consumer that they can pack in it.



Email from Michael Kors

Closer to the holiday on July 1, Michael Kors shared a patriotic edition of its “What’s In Your Kors?” series.

A red tote sits on a wooden table next to a festive drink and hamburger, along with watches and accessories the brand selected as appropriate for the occasion. Consumers can click through different links to read the story on the Michael Kors blog or shop the full edit of Fourth of July items, including bikinis and sandals.

WHAT'S IN YOUR KORS?

FOURTH *of* JULY

PRESENTING OUR EDIT OF PATRIOTIC PICKS FIT FOR ANY FOURTH OF JULY CELEBRATION: A FIRECRACKER-RED CARRYALL AND WALLET, A GLAM WATCH TO GET YOU ON SUMMERTIME-TIME AND STARRY EXTRAS THAT SPARKLE AND SHINE. GIVING YOU THE LIBERTY TO COVET IT ALL.

[SEE THE STORY](#)

[SHOP NOW](#)



ARM PARTY

HIGH-SHINE EXTRAS FIT FOR THE HAUTE HOSTESS.



Email from Michael Kors

Barneys New York also linked to content in its email blast on June 23 with the subject line “Americana spirit: shop Fourth of July style must-haves now.”

From beach to
barbecue,
celebrate in style.

SHOP NOW



ISABEL MARANT ÉTOILE



NILI LOTAN



A.L.C.

Email from Barneys New York

Inside the email were suggestions of individual items for a barbecue or the beach. At the bottom of the email was a link to a blog post on Barneys' content site The Window, which details what outfits to wear to three different types of parties – a picnic, a beachside bash or a rooftop cocktail party – with no stars or stripes in sight.

Nordstrom took a more classic view on Fourth of July attire with its "Trending now: red, white & blue" email. Pulling inspiration from social media, the email includes images that are styled to look like Instagram shots of scarves, sunglasses and other accessories.

FREE SHIPPING. FREE RETURNS. ALL THE TIME. Details below.



Proud to be an American? Let everyone know, with patriotic swimwear and accessories.

[SHOP PATRIOTIC SWIMWEAR & ACCESSORIES >](#)

[SHOP ALL SWIMSUITS & COVER-UPS >](#)

COMPLETE THE LOOK

▼ ▼ ▼ ▼ PARTY DOWN IN THE U.S.A. ▼ ▼ ▼ ▼



[HANDBAGS & WALLETS >](#)



[JEWELRY >](#)



Email from Nordstrom

The retailer also showed style inspiration on its own Instagram account to continue the conversation.



Instagram post from Nordstrom

Representing its sexy brand image, Stuart Weitzman told consumers to “be fab on the Fourth.”

The email shows a photo of a woman from the legs down wearing rolled up jeans and bright red pumps, stepping on the hotdog shaped chew toy of her dog companion. **Stuart Weitzman** included the name of the shoe style pictured, so consumers could find it on the click-through which sends them to an edit of Fourth of July footwear.

STUART
WEITZMAN

SS14 TRENDS

SHOES

HANDBAGS

ACCESSORIES

PRE-FALL

BE FAB ON THE FOURTH

THE DOG DAYS OF SUMMER NEVER LOOKED SO GOOD

SHOP NOW



THE NOUVEAU PUMP IN RASPBERRY ANILINE

Email from Stuart Weitzman

Oscar de la Renta took the opportunity to showcase its party essentials in an email sent June 28 with the subject “How to entertain for the Fourth.”

Inside the email are suggestions of tableware items, including a jug, tray, plates and Champagne bucket, which are paired with tips for how to use them for the consumer’s festivities. For instance, a Champagne bucket can double as a vase.

Oscar de la Renta

READY TO WEAR CHILDREN ACCESSORIES BRIDAL FRAGRANCE FORWARD TO A FRIEND

Enjoy free shipping and returns on domestic orders

AMERICA *the Beautiful*

Celebrate life, liberty and the pursuit
of happiness with these all-American
entertaining essentials

SHOP NOW >



1

DIP DYED FISH WATER JUG

*Pre-mix your signature
cocktail in this
festive pitcher*



2

SHELL CRUDITES SERVER

*Set the tone with classic
nautical-inspired accents*



3

CHAMPAGNE BUCKET

*Fill with lush flowers
for a creative twist*



4

GARDENIA DINNER NAPKINS

*Instantly elevates all
fresco celebrations*

5

THE NEW YORK BOTANICAL GARDEN PEONY COCKTAIL PLATES (SET OF 4)

*Add a spirited touch with
a patriotic palette*



Email from Oscar de la Renta

Below the products, Oscar de la Renta encourages peer-to-peer branded communication with a link to its Paperless Post selection, where consumers can send invitations for their parties.

"Even if a luxury retailer isn't deploying emails encouraging consumers to purchase, the Fourth still presents an opportunity to tell subscribers how best to celebrate," Mr. Caldwell said.

"The Michael Kors email is a perfect example of this," he said. "While the Oscar de la Renta email is more direct, the message is the same."

Oscar de la Renta also sent a promotional email about a sale on children's wear before the holiday on June 21. Inside the email, the brand shows both girls and boys attire in "Americana" red, white and blue palettes, showing the price slashes for the 40 percent off sale.



Email from Oscar de la Renta

Also knowing consumers would be shopping for the holiday, Diane von Furstenberg shared news of an additional 40 percent discount on sale items that will end after the holiday weekend. This email was sent with the subject “Happy Fourth of July! Enjoy an additional 40 percent off.”

ADDITIONAL 40% OFF SALE
CODE JULY40
JUNE 30 - JULY 7

DF

MUST HAVES RUNWAY DRESSES CLOTHING BAGS SHOES ACCESSORIES SALE WRAP LIP SERVICE



Email from Diane von Furstenberg

"Yesmail's [data](#) indicates that promotional offers are effective during the holidays," Mr. Caldwell said. "We looked at Mother's Day emails immediately after the holiday. Fifty-four percent of emails mentioning the holiday didn't include a promotion, but 46 percent did."

"Success rates depended on the type of offer mentioned," he said. "The open rate for emails mentioning Mother's Day in the subject line was 15.4 percent."

"Percent off and buy-and-get-free offers performed markedly better, with open rates of 17.4 and 16.6 percent, respectively. Money off and reward point mentions trailed, at 13.2 and 11.6 percent."

Heritage holiday

Celebrating a country-specific holiday can help to communicate a brand's heritage.

A number of British brands geared up for Mother's Day with promotions and gift guides to reach consumers in their home country.

Britain celebrated Mother's Day Sunday, March 30, separate from when the holiday fell for the rest of the world. By focusing their attention on this holiday that only Britons are preparing for, it allowed these brands to connect with their heritage and reach consumers with shared values ([see story](#)).

These holiday email campaigns help consumers see how a brand can fit into their lives

and celebrations.

"Since luxury consumers have a lot in common as it is, convey an understanding of their lifestyle through images," Mr. Caldwell said.

"Know how your customers tend to celebrate the holidays," he said. "Include a picture of yacht in New England and a patriotic barbecue in the south.

"Images not only draw the eye or spotlight your product, but they can help build commonality."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/i2bxWSMZ9P8](https://www.youtube.com/embed/i2bxWSMZ9P8)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.