

INTERNET

## Department stores diversify email campaigns for fall headstart

August 19, 2014



*Neiman Marcus fall trends*

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By NANCY BUCKLEY

Department stores are increasing their focus on autumn/winter 2014 fashion campaigns through various email campaigns.

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**Luxury Daily**

Barneys New York, Lane Crawford, Harrods, Neiman Marcus, Saks Fifth Avenue and Selfridges all sent out different emails this past weekend highlighting the new season. The timing of the emails, only a few weeks before the end of summer, will allow consumers time to consider the new season and learn about what each department store has to offer.

"The first official day of fall is September 22, so introducing fall fashions a month out is in line with best practices for seasonal emails," said Matt Caldwell, vice president of agency services and creative at **Yesmail**, Portland.

"Much of the U.S. and the UK is experiencing colder than normal weather for August, however," he said.

"Given that, the timing of these emails are appropriate. Retailers should examine past purchase patterns but recognize that earlier may be better given the relative cold snap."

Mr. Caldwell is not affiliated with any of the retailers, but agreed to comment as an

industry expert.

## Email fashion

Saks Fifth Avenue sent out a fall email on the morning of Saturday, Aug. 16. The subject informs subscribers that a blogger has picked the best bag of fall.

The email text tells readers that the New York City blogger, Phil Oh has chosen his favorite items for fall. The click-through leads to a page full of images snapped by Mr. Oh of various women holding handbags, and the consumer has the option to shop Phil's favorite bags from this site.



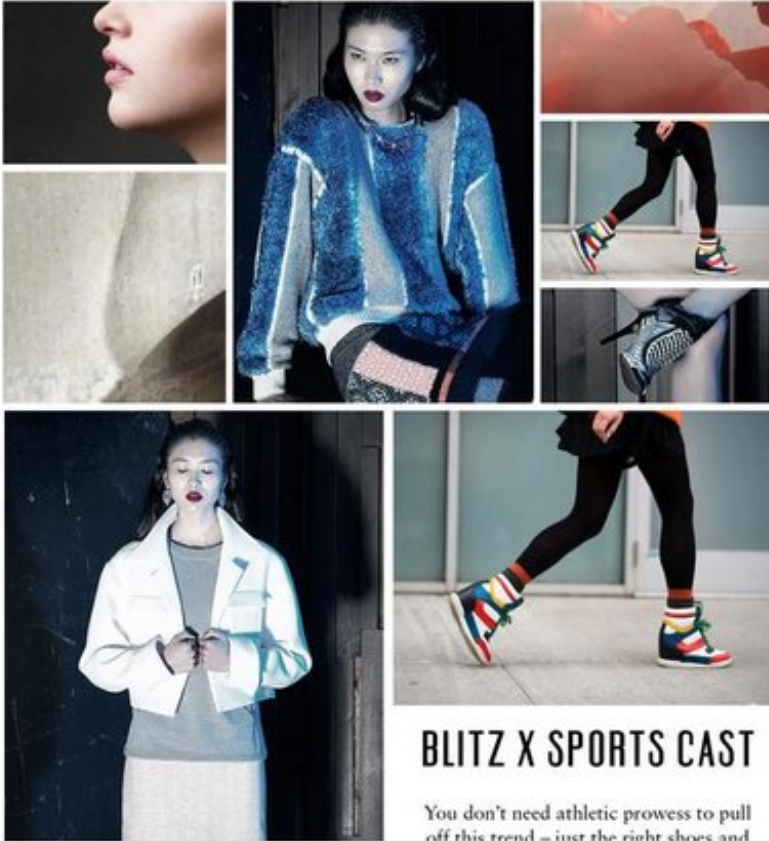
## *Saks Fifth Avenue's email*

Lane Crawford sent an email in the early hours of Sunday morning offering to guide consumers to the new season. The email features insight into the autumn/winter season along with an Editor's Pick, sportswear trends and glass pieces.

## STYLE INSIDER

Get into the swing of autumn with our guide to the new season, plus shop the latest from our Editor's Pick.

READ AND SHOP



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#### *Lane Crawford's email*

Harrods sent a similar email in that consumers were offered the editor's favorite items. The Harrods email also included new online options such as the Roberto Cavalli Womenswear online shop and also provided a click-through to an ecommerce page of the new items for the fall season.



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## A New Look

We may be in the peak of high-summer but that doesn't mean it's too early to start buying into the new season. Our Autumn/Winter 2014 collections are full of covetable coats, elegant dresses and super-sleek separates – perfect for a fresh wardrobe update!

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### Editor's Picks

1



Charlotte Olympia  
Fantastic! Suede Flat



2



3



### Harrods' email

The Neiman Marcus email was simple, just letting consumers know the new color trend of fall: green. The email is a single image of a woman in a green coat. Also, at the bottom of the email consumers are offered a deal to receive free jewelry with a purchase.



Neiman Marcus

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AKRIS

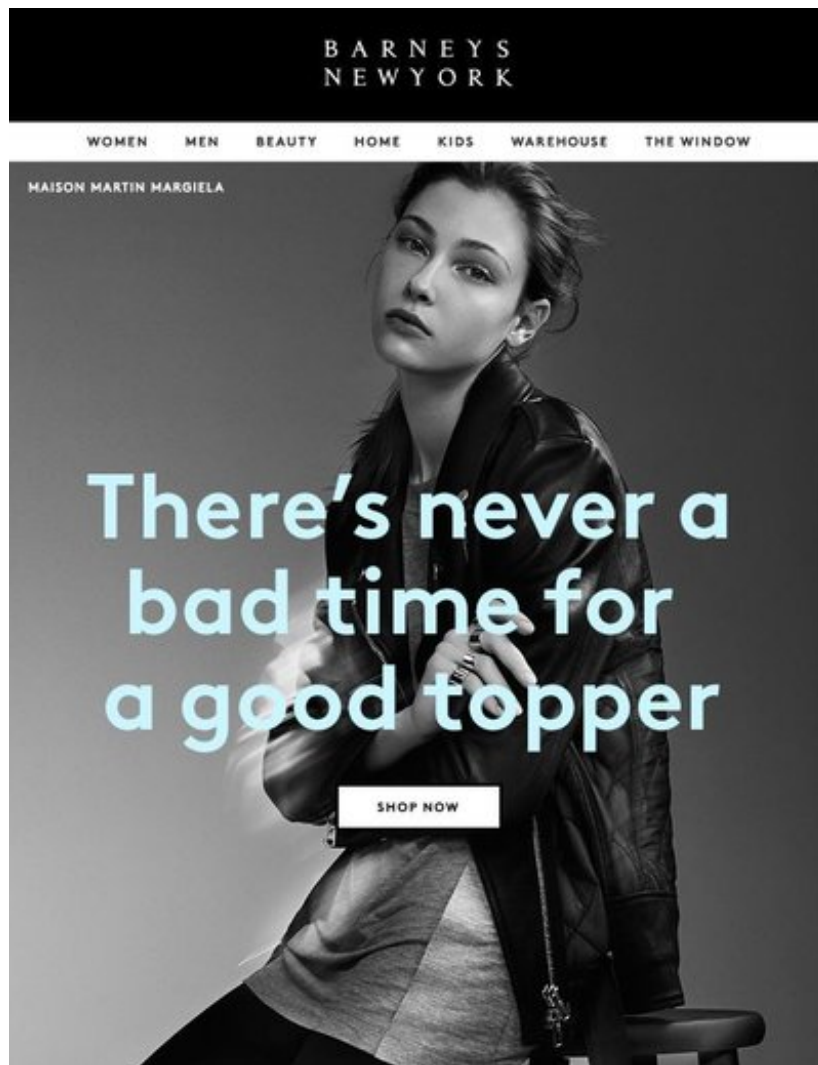
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INCIRCLE

### *Neiman Marcus' email*

The Barneys emailed focused on one item, rather than one color, with jackets the main purpose of the email. The subject line read “Jacket Season is Coming!” and the email text included an image of a woman in a jacket with the words “There’s never a bad time for a good topper” across the image. The email also provided a few jacket suggestions.



### *Barneys' email*

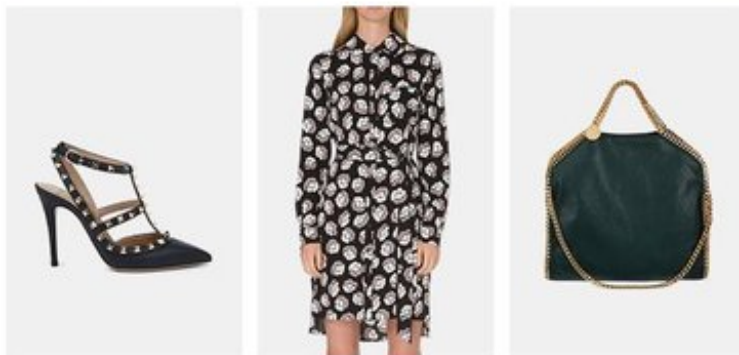
Selfridges' email encourages consumers to 'wear now wear later,' and provides several options to make a versatile wardrobe. The email and the click-through feature pants, shirts, bags, hats shoes and purses from the new season that can be combined to make a new wardrobe.

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STELLA MCCARTNEY  
Falabella three chain shoulder bag  
£680  
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### *Selfridges' email*

The email campaigns will help kick-off the fall shopping season among department stores.

Subscribe here

Email subscriptions offer brands a chance to reach interested consumers. Subsequent emails can keep consumers informed about the store or brand in a more personalized manner than social media or mailing campaigns.

For instance, U.S. fashion labels and department stores worked to become a part of consumers' Fourth of July celebrations through email campaigns.

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 were able to show their personalities ([see story](#)).

Emails can offer consumers quick bits of insight that can lead to in-store traffic.

"Simply put, [the emails present] an incentive," Mr. Caldwell said.

"The language and images encourage subscribers who are not yet thinking about fall to embrace that mindset," he said. "The Harrods email in particular, featuring a woman wearing a sweater and shorts, acknowledges that it's early to be thinking about fall

weather but still a good time to buy.

“These campaigns put subtle pressure on consumers and reassure them that it's not too early to purchase fall clothing and accessories. The dark colors and rich jewel tones set the tone while phrases like 'get into the swing of autumn' reflect how quickly the seasons and fashions will change.”

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/t2b4aUvTLCA](https://www.youtube.com/embed/t2b4aUvTLCA)

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