

Seasonal Transition Styles – Dresses

Our Top Tips for a *Transitional Wardrobe*

generate sales leads via targeted SEO keywords

❖ Tip 1: Light Layers

Comfortably wear your **summer dresses** in autumn by layering, with **pretty cardigans** and **romantic shawls** to cover your shoulders and arms once the temperatures start to drop.

A **lightweight cardigan** can be carried in your **purse** or worn with the sleeves tied around your waist or shoulders during the day, but slipped on and buttoned up in the evening. **This cardigan** also has dainty floral embroidery to add a bit of feminine flair.

Another option for keeping your shoulders warm when the weather cools is a pretty **lace-edged shawl**. Heavier shawls will keep you warmer, and are especially beautiful when they have lovely lace details **like this one**.

Once the days are cooler, underlayers like **long-sleeved shirts** and **bodysuits** look cute when worn beneath summer dresses and can keep you from feeling chilled.

Depending on the weather where you live, layering can potentially keep your favorite **summer dresses** in your wardrobe rotation all the way through the winter!

Links to products make *more sales*



Product images qualify sales leads – sales pages linked in text and/or captions.

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❖ Tip 2: Fall Footwear

Regardless of whether your summer dress is a **mini**, **midi**, or **maxi** length, it can be made more cozy in cooler weather by swapping strappy sandals for boots and tights.

A cute pair of **ankle boots** will keep your toes toasty, and look great layered over some pretty **patterned tights** or **leggings**. One of the best things about layering with legwear is that they're relatively inexpensive and can be swapped with other colors and patterns to create different looks.

On colder days, **taller boots** – knee or even thigh – give you warmth even if you're rocking a **flirty mini**. And if you don't want to wear boot socks but still get the cute cuffed look, there are **boot toppers** for that!

If you DO want to wear **boot socks**, there are plenty of options that are not just functional – they're cute, pretty, and even sexy. Like **this pair**, edged at the top with delicate elastic lace.

There are endless combinations of boots, socks, tights, and leggings that you can pair with your **summer dresses** to make them more cool-weather friendly.

generate *more sales leads* via SEO keywords in subsection headers



Additional images *qualify sales leads* – generate multiple item purchases



Embedded links for *more sales*

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❖ Tip 3: Petticoats and Slips

Undergarments like **slips** and **petticoats** are making a comeback! Not only are these foundational pieces great for providing shape and opacity when worn beneath **dresses** and **skirts**, they also can keep you warm during seasonal transitions.

Slips are great for helping keep a dress or skirt clean, preventing sheer fabric from showing too much, and avoiding awkwardness from your skirt clinging to your legs. But that additional layer of fabric – usually polyester or silk – is an excellent way to add a bit of warmth, too.

If you like for your skirts to be fuller (great for emphasizing the waistline and showing off curves!), then you may already own a **petticoat** or two. Since they contain multiple layers of fabric, petticoats are another great option to wear under a **summer dress** to transition it into fall weather.

For those who love the feminine look of a full skirt, or the romantic feel of translucent fabrics, **petticoats** and **slips** are useful pieces to have all year round. However, they are particularly useful as additional layers when temperatures start to dip.

Informative posts
provide immediate
value to customers

Cottagecore – Dresses – The Lucia Dress



❖ Description

Be the cottagecore princess you've always wanted to be in the Lucia Dress from Deer Doll. Made in a delicate floral and lace patterned fabric, with dainty puffed sleeves, corset-style vertical seams on the bodice, and an invisible zip down the back.

Picture yourself frolicking barefoot through the flowers or strolling through town in heels - Lucia is perfect for every occasion. It would also be a great pick for a spring or summer wedding!

❖ Details

- 100% easy-care polyester
- Sheer outer layer with opaque full lining
- Invisible back zipper extends from neckline to waistline
- Gathered waistline sits at natural waist
- Puffed, unlined sleeves can be worn off-shoulder for a different look
- Midi-length skirt
- Available in Asian sizes S-M-L-XL (See "sizes" tab for measurements)

❖ Care Instructions

To extend the life of the dress, dry clean is recommended. Alternatively, hand-wash it in cold water with a detergent made for delicates and lingerie, then hang to dry.

Generate sales by encouraging the customer to imagine themselves in the garment.

Clear information for better purchases – happy customers and good reviews!

Proper care information – reduces garment wear and keeps customers satisfied with their purchase.

SIZE

S M L XL

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ADD TO CART

Cottagecore – Dresses – The Lucia Dress



Newsletter opt-in increases number of *qualified sales leads*, maintains *customer engagement*, and encourages *repeat purchases* while offering *ongoing value*.

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~Plus~

we'll include styling tips and bonus coupon codes to thank you for being a loyal subscriber!

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