

Women - Outerwear - Estelle Asymmetric Trench

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

Description

Clean, sophisticated lines with a modern edge - for the eco-conscious woman who loves *classic design*, but has a secret (or not-so-secret!) *passion for unique style* elements and fun color choices. The Estelle complements ANY outfit, and the beautiful pale blue is a *clever alternative to traditional neutrals*. This trench is one *you can - and will - wear for years* without EVER feeling out of style.

Details

- *100% recycled polyester* outer and lining
- Double-breasted
- Asymmetrical storm flap design
- Traditional buttoned epaulettes
- Buckled cuff loops
- Detached tie belt
- Angled single welt front pockets
- Available in S - M - L (see size chart for measurements)

Clear information for **better purchases** - **happy customers** and **good reviews!**

Care Instructions

Spot clean with detergent and water. *Do not bleach*. Can be ironed using a press cloth and polyester (medium) heat setting. Hang to dry.

S M L

Correct care - reduces garment wear and **keeps customers satisfied** with their purchase.



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

Style elements and fun color choices. The Estelle complements ANY outfit, and the beautiful pale blue is a *glam alternative to traditional neutrals*. This trench is one *you can't* live without.

Details

- 100% rayon
- Double-breasted
- Asymmetric front
- Traditional notched lapels
- Buckled belt
- Detachable sleeves
- Angled single welt front pockets
- Available in S - M - L (see size chart for measurements)

Care Instructions

Spot clean with detergent and water. *Do not bleach*. Can be ironed using a press cloth and polyester (medium) heat setting. Hang to dry.

Be the **FIRST** to know about
New Releases, Restocks, and Sales

SUBSCRIBE NOW

PLUS, receive biweekly ***Style Tips*** and updates on the latest ***Trends***



S M L

Add to Cart

Women – Dresses – Marni Floor-Length Gown



Correct care – reduces garment wear and **keeps customers satisfied** with their purchase.

Description

Upscale sexy with tailored details, classic lines, and a flattering silhouette. Marni has all of the elements to make you and your night *unforgettable* – a deep V neckline (with *bra-friendly straps*) and a *glamorous* slit that ends just above the knee. Plus, the pleated wrap-style bodice and fit-and-flare skirt show off curves with some *major WOW-factor*. A truly timeless design with perennially stylish appeal – that's Marni.

Details

- *100% recycled polyester*
- Fully self-lined
- Invisible back zip
- Center back kick pleat for ease of movement
- Bra-strap guides at shoulder seams
- Side slit ends just above the knee
- Available in S – M – L (see size chart for measurements)

Care Instructions

Spot clean with detergent and water. *Do not bleach*. Iron using a press cloth and polyester (medium) heat setting. Hang to dry. *Alternatively, may be dry cleaned.*

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



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

S M L

Add to Cart

The Style Report – Get Ready for Fall!

Introduce new items via **exclusive** access – **rarity** factor for **increased** sales

Inbound – Blazers and Boots

On top of the pumpkin spice lattes and festive foliage, there's even **more** to love about fall; if you are into the **tailored** and **polished** look of a fitted blazer, check out our **latest arrivals**. These **classic** layering pieces can transition your summer tops into the cooler weather by keeping off the evening chill.

And for those who are all about stylish footwear, **boot season** is here again! Everything from **ankle boots** to **knee-highs** and beyond are about to land on our shelves, and we wanted to give you a little preview so you can go ahead and pick your favorite – or favorites (we won't judge).

Outbound – Sundresses and Lightweight Separates

To make room for all of the new styles we're bringing in for Fall, we have given our **wonderful subscribers** an extra 40% off of our **remaining** summer pieces. Keep in mind that these dresses and separates are **limited** to stock on hand – if you have your eye on something, **grab it before it's gone!**

Be sure to copy the code in this email **BYESUMMER24** to use when you check out in order to receive the additional discount.



Product links in text **make MORE sales**

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

Generate **urgency** and **FOMO** with deal appeal – newsletter **discounts** keep shoppers **engaged**

For an **additional 40% off** of **Summer SALE** styles, use code **BYESUMMER24** at checkout!

Seasonal Transition Styles – Dresses

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



Our Top Tips for a Transitional Wardrobe

Tip 1: Light Layers

generate sales leads via targeted SEO keywords

Comfortably wear your summer dresses in autumn by layering, with cozy cardigans and warm wraps to cover your shoulders and arms once the temperatures start to drop.

A lightweight sweater can be carried in your purse or worn with the sleeves tied around your waist or shoulders during the day, but slipped on in the evening when the sun goes down. This cardigan has a classic rib texture that goes with any style.

Another option for keeping your shoulders warm when the weather cools is a shawl or wrap. Heavier wraps will keep you warmer, and are especially eye-catching when they have fringed edges and striped details like this one.

Once the days are cooler, underlayers like long-sleeved shirts and bodysuits look great 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**

Seasonal Transition Styles – Dresses

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

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.

Embedded product links for **more sales**



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

Seasonal Transition Styles – Dresses



Additional images
qualify sales leads
– generate multiple
item purchases

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.

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.

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 without changing the shape of the garment.

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 especially great as additional layers when temperatures start to dip.

Informative posts
provide **immediate**
value to customers

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