

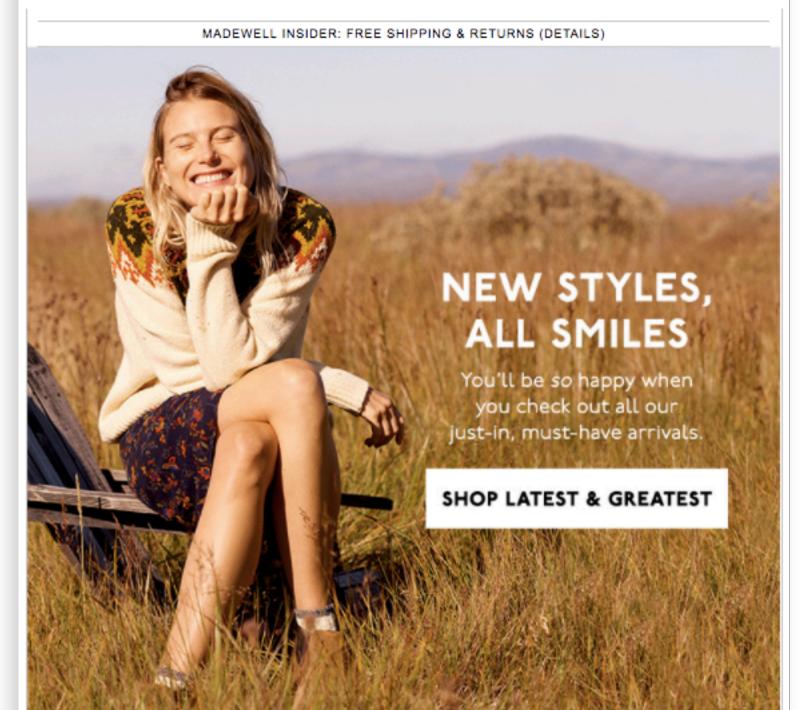
hero section of an email

Direct the most attention to the

Focus on the story



NEW ARRIVALS SHOP ALL SALE FIND A STORE





ROADTRIPPER JEANS

At \$75 each, you might want a spare pair to ride shotgun.

GET YOURS



HERBIVORE® MASK

A natural healthy glow, c/o pineapples and gemstones (really!).

GET YOURS

THE JUSTINE BOOT

Cut low on the ankle, these sleek leather shoes can be worn all year round.

GET YOURS



WE THINK THESE WOULD LOOK NICE ON YOU































most prominent CTA.

contains the main

The hero section

message and the

visual weight but still

be relevant to the

should carry less

main message.

The rest of the email

Since readers will

see this section first,

the copy should

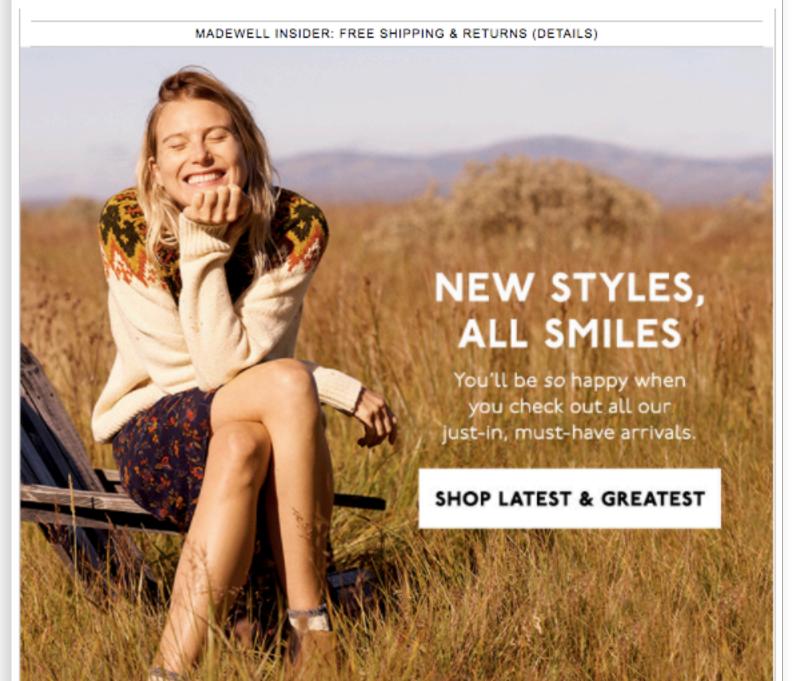
to scroll to continue

encourage readers

reading.



NEW ARRIVALS SHOP ALL SALE FIND A STORE





ROADTRIPPER JEANS

At \$75 each, you might want a spare pair to ride shotgun.

GET YOURS



HERBIVORE® MASK

A natural healthy glow, c/o pineapples and gemstones (really!).

GET YOURS

THE JUSTINE BOOT

Cut low on the ankle, these sleek leather shoes can be worn all year round.

GET YOURS



WE THINK THESE WOULD LOOK NICE ON YOU





























