

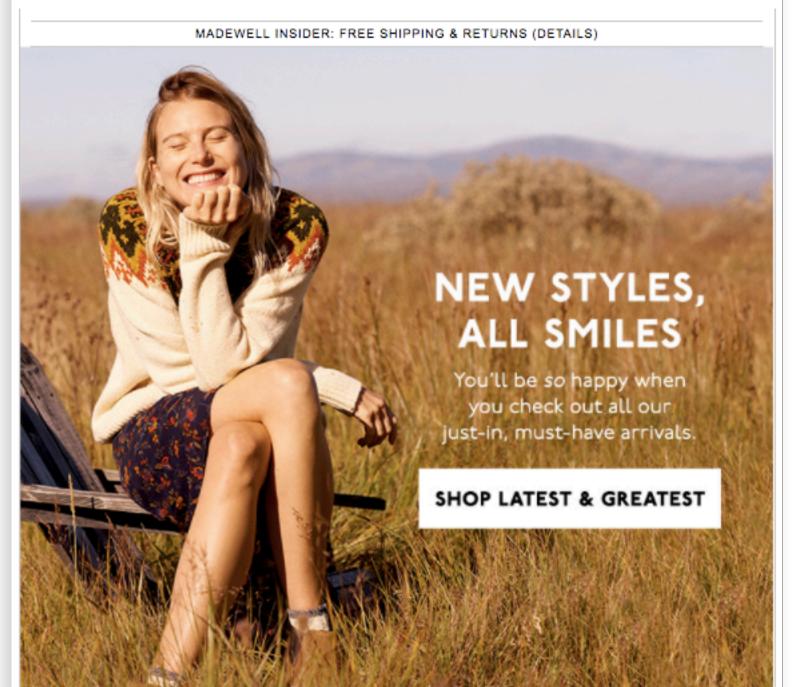
hero section of an email

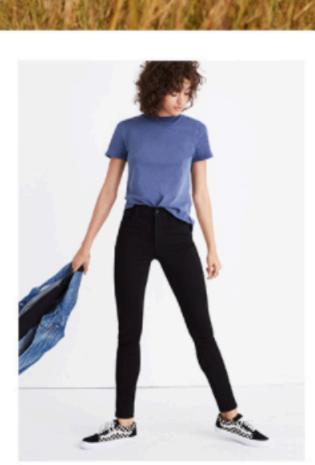
Direct the most attention to the

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

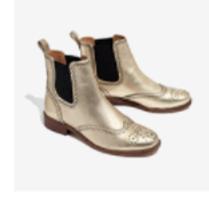
Cut low on the ankle, these sleek leather shoes can be worn all year round.

GET YOURS



WE THINK THESE WOULD LOOK NICE ON YOU































The rest of the email

should carry less

visual weight but still

be relevant to the

main message.

The hero section

contains the main

message and the

most prominent CTA.

to scroll to continue

Since readers will

encourage readers

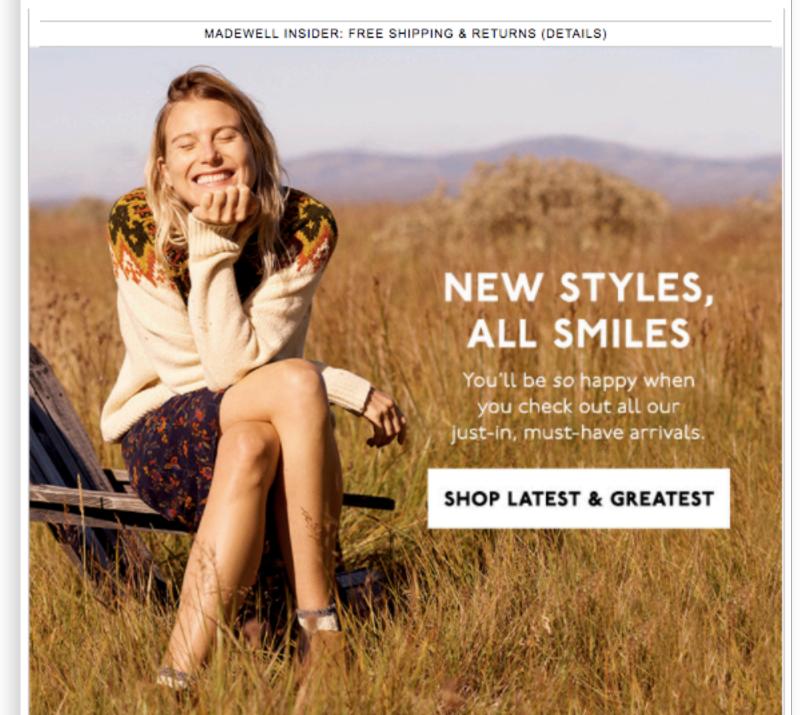
the copy should

reading.

see this section first,



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