**AERIE GRAND OPENING EMAILS**

**• EMAIL 1 - Under Construction**

SL: **Get ready: Aerie is coming to YOU!**

(600x110\_EmailBanner.jpg)

PHT: Your new Aerie store opens soon

BODY:

Aerie is coming to YOU.

Ready to shop it all, Aerie fam?

Aerie is coming this <season> to <Mall Name>!

Bras, undies, leggings & so. much. more. Find something that makes you feel good!

(GET STORE INFO LINK)

**• EMAIL 2 - Coming Soon**

SL: **Your new Aerie store opens soon!**

(600x110\_EmailBanner.jpg)

PHT: The wait is almost over…

BODY:

Aerie is coming to YOU.

Ready to shop it all, Aerie fam?

Aerie is opening soon at <Mall Name>!

Bras, undies, leggings & so. much. more. Find something that makes you feel good!

(GET STORE INFO LINK)

**• Email 3 - Now Open**

SL: **NOW OPEN: Aerie at <Mall Name>!**

(600x110\_EmailBanner.jpg)

PHT: Get all the deets on your new Aerie store

BODY:

Happy Aerie!

Our newest store at <Mall Name> is now open!

Bras, undies, leggings & so. much. more. Find something that makes you feel good!

(GET STORE INFO LINK)