

**Subject Line: 40% Discount on Calvin Klein, Hugo BOSS, and Ralph Lauren Sweaters at Macy's**

**Snippet:** Grab Your Favorite Sweater from the Macy's Men's Fall Sweater Event at up to 40% Discount from 8<sup>th</sup> to 10<sup>th</sup> September.

**Email Body:**

Hey (**Prospect's Name**),

Things get expensive when we desperately need them but at Macy's.

Fall is approaching, and Macy's has offered a massive discount of up to 40% on ON-TREND Sweaters from your favorite brands.

Do you like Calvin Klein's premium fabric or HUGO BOSS's sophisticated designs? OR the classic American style and Polo branding of Ralph Lauren?

It's all waiting for you at Macy's stores!

**Hit the Macy's Men's Fall Sweater Event this September from 8<sup>th</sup> to 10<sup>th</sup> and claim up to 40% Discount on these brands.**

Mark the dates in your calendar, and don't miss out on the event—*once it's gone, it's gone!*

Click on the link below to find out your nearest store today:

[www.macys.com/locations](http://www.macys.com/locations)

If you have any questions, give us a call on 07825 XXXXXX.

Kind regards,

Marketing Team,

Macy's.