

VÜLT

STREETWEAR EMAIL
MARKETING SYSTEM

4

CAMPAIGN
EXPERIENCES

10+

CUSTOMER
TOUCHPOINTS



STRATEGY



COPYWRITING



DESIGN



LIFECYCLE
MARKETING

AG CREATIVE LABS



THE OBJECTIVE

Built for those who move first.

Create an email experience that turns streetwear customers into a community — not just selling products, but building anticipation, identity, and long-term connection.

01

Build brand culture

02

Drive product drops

03

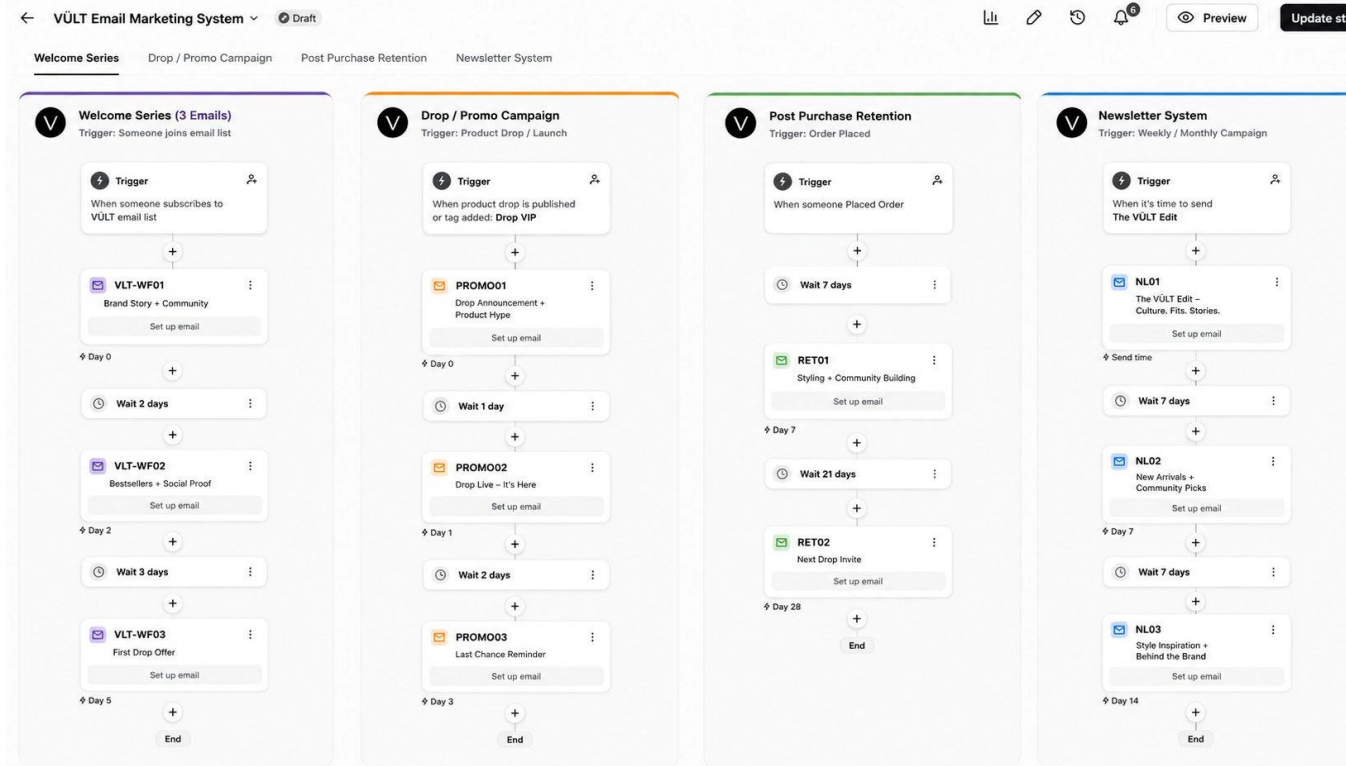
Increase repeat purchases

04

Create loyal members



From first touch to loyal community.



01 Welcome

Introduce culture + identity

02 Drop Campaign

Create demand + urgency

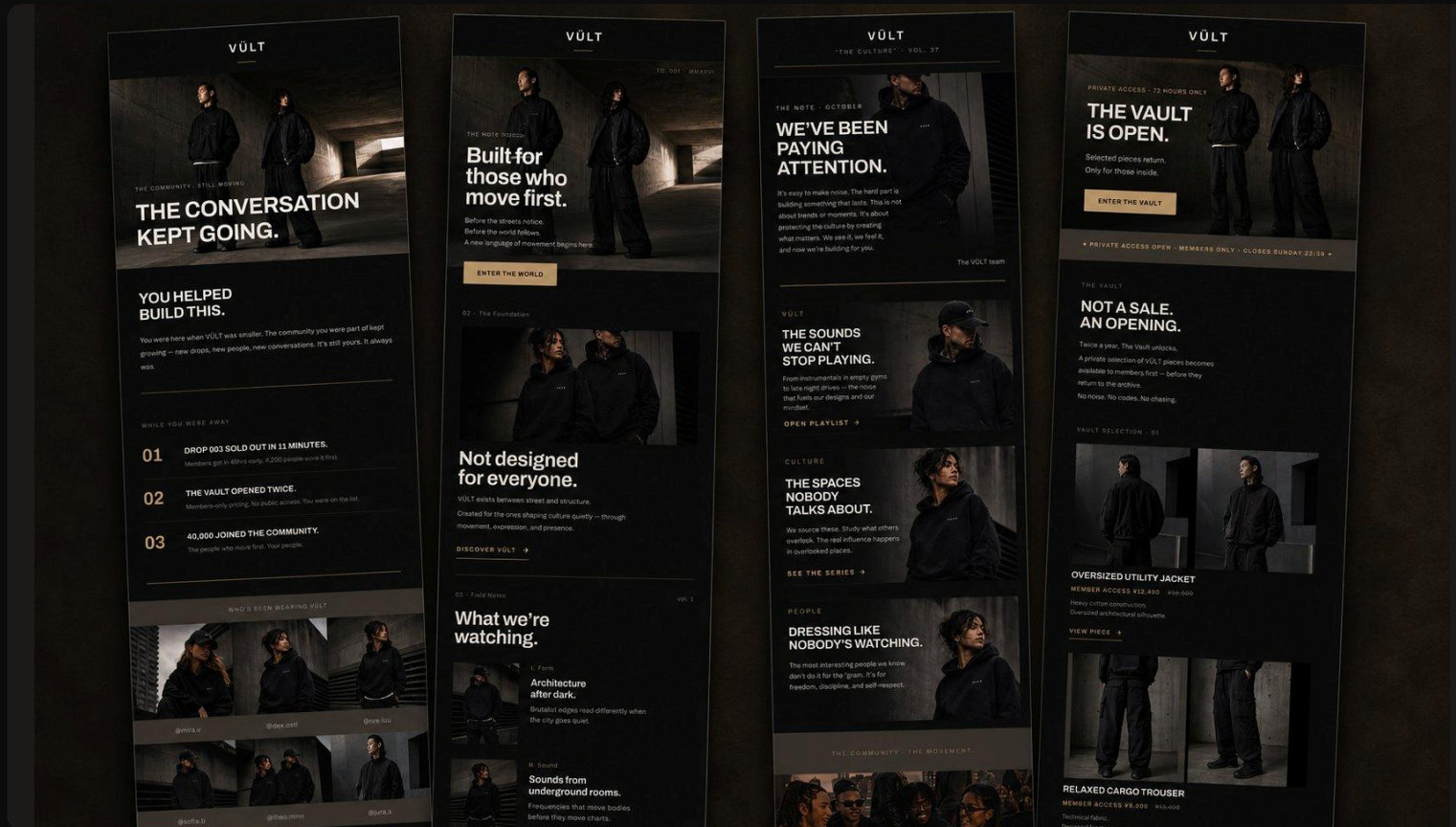
03 Retention

Keep members connected

04 Newsletter

Build community long-term

Designed like a magazine. Built like a sales machine.



- Editorial storytelling
- Drop-focused psychology
- Community-driven messaging
- Premium visual direction
- Mobile-first structure

Every email feels less like a promotion — and more like entering the VÜLT world.

Every email has a purpose.

Welcome

INTENT

Create belonging

STRATEGY

Story → Identity → First
purchase

Promo Drop

INTENT

Generate demand

STRATEGY

Exclusivity → Scarcity →
Action

Retention

INTENT

Increase loyalty

STRATEGY

Community → Updates →
Return

Newsletter

INTENT

Keep attention

STRATEGY

Culture → Content →
Connection

VÜLT

Project Delivery

Creating customers is good.

Creating a movement is better.

WHAT'S INCLUDED



Brand email strategy



4 lifecycle experiences



Responsive email designs



Fashion copywriting



Customer journey mapping



Conversion-focused structure