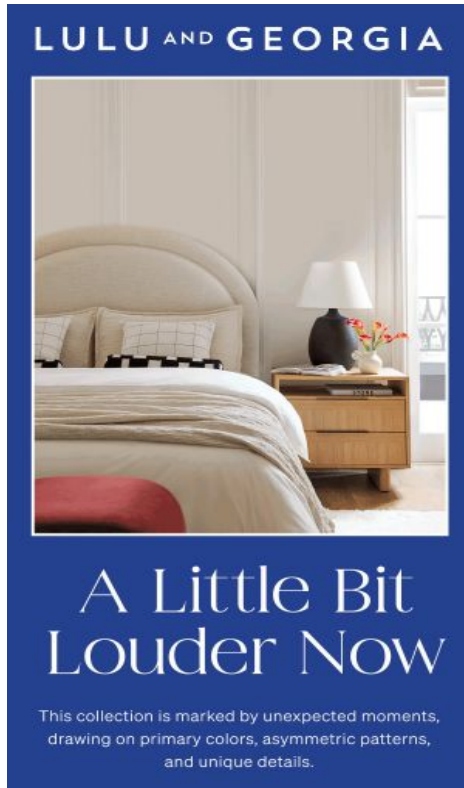


Lulu and Georgia Fall 22 Editorial Email Campaign | Series of 6 emails from 9.12 through to 9.28

Email 1: 9.12

SL: Introducing our Fall Editorial

PHT: Shop now for the bold pops of color and dynamic forms of this latest collection.



Email 2: 9.14

SL: Go big and go home

PHT: Layer in these bold, statement-making styles.




Lulu and Georgia Fall 22 Editorial Email Campaign

Email 3: 9.15

SL: Make yourself at home this season

PHT: The transition to fall means it's time for a refresh.



<p><i>Tip:</i> Go bold with the form and finish of your coffee tables to add contrast.</p>  <p>Anja Coffee Table →</p>  <p>Prado Coffee Table →</p>	<p><i>Tip:</i> Ground your space with textural patterned rugs.</p>  <p>Checkerboard Rug →</p>  <p>Marens Rug →</p>
<p><i>Tip:</i> Soften up your look with sumptuously curved, wavy forms.</p>  <p>Tate Stool →</p>  <p>Kerrard Accent Chair →</p>	<p><i>Tip:</i> Experiment by mixing and matching sculptural accent tables.</p>  <p>Biagio Round Side Table →</p>  <p>Pentwater Side Table →</p>

Lulu and Georgia Fall 22 Editorial Email Campaign

Email 4: 9.17

SL: The Fall Issue

PHT: See our digital catalog for our new Fall Editorial.



LULU AND GEORGIA



In Conversation

Our Creative Director and Sr. Manager of Brand Creative discuss our new collection and how they're welcoming the season.

SHOP THE DIGITAL CATALOG



JENNA: Hi Kel!

KELLY: Hello!

JENNA: Ok well we're here to talk fall. Let's start with our fall collection.

KELLY: This is definitely one of my favorites to date.

KELLY: Walk us through the inspiration behind the collection.



“We had been focused on neutrals and textures for most of the year, so when I saw the rich color and funky shapes of this collection, I was really excited to get to work on it.”

Kelley Mason

READ THEIR CONVERSATION →

Email 5: 9.23

SL: In living color

PHT: Bring primary colors into your space with our well-curated selection.



Limited Time!
UP TO 30% OFF Bestsellers*

SHOP NOW

LULU AND GEORGIA

Primary Obsession



We share some inspiration for every corner of your home with our eye-catching styles.

Lulu and Georgia Fall 22 Editorial Email Campaign

Email 6: 9.28

SL: Primary colors 101

PHT: We share a how-to on styling with reds, yellows, and blues.

LULU AND GEORGIA



Color Theory

We're here with a few pointers on curating with bold red, yellow, and blue tones.

Layer in plenty of textures like boucle or velvet to add richness and depth to the energy and brightness of primary colors.



Tate Stool →



Celeste Accent Chair



Incorporate patterns into a room with pops of bright color to lend a space vibrancy and playfulness.



Make sure to vary the use of primary color in a room—choose a lead hue and add hints of the other two colors for a balanced look.