

Ecom Email Lab · Fashion Boutique Edition

Open Rate Playbook:

30 Subject Lines for Fashion Boutique Campaigns.

6 campaigns · 5 subject lines each · 30 preview texts included

Template 1

Welcome + Discount Email

Goal: turn new subscriber into first-time buyer within 24 hours

Curiosity

Subject line: **Something's waiting for you inside.**

Curiosity

Preview text: You just joined something worth being part of. Here's your welcome gift.

Subject line: **Welcome, {first_name} — your discount is inside.**

Personal

Preview text: We saved you something. It's only good for the next 48 hours.

Subject line: **The best time to shop with us is right now.**

Bold claim

Preview text: Your welcome offer is inside — and it won't last forever.

Subject line: **We don't do this for everyone.**

Curiosity

Preview text: But you joined, so you're in. Your exclusive welcome discount is waiting.

Subject line: **Still searching for something you actually love?**

Pain

Preview text: We think you'll find it here. Plus a little welcome gift to help you decide.



Kiran's tip for this campaign

Welcome emails average 50–60% open rates — 3× any other email you'll send. Keep the subject short and personal. Use {first_name} if your list is clean. Never reveal the discount amount in the subject line — make them open to find out.

Template 2

New Arrivals Announcement

Goal: drive clicks to new collection within 48 hours of launch

Curiosity

Subject line: **The piece I've been waiting to show you.**

Preview text: It just landed. And it won't be around long.

Personal

Subject line: **{first_name}, the new collection is here.**

Preview text: We designed this one with you in mind. Take a look before it sells out.

Bold claim

Subject line: **Our best arrivals yet — now live.**

Preview text: New season. New edit. Everything your wardrobe's been missing.

Pain

Subject line: **Still wearing the same three outfits?**

Preview text: The new arrivals are in. Something here is about to become your new favourite.

Urgency

Subject line: **New in — and already moving fast.**

Preview text: First look at the new collection. A few pieces are already low in stock.



Kiran's tip for this campaign

Lead with the feeling, not the inventory. "The piece I've been waiting to show you" outperforms "New arrivals are here" every time because it creates a human connection before showing a product. Save stock urgency for the subject line only if it's genuinely true.

Template 3

Product Spotlight

Goal: build desire for one specific product and drive purchase

Curiosity

Subject line: **This one piece. Every outfit.**

Preview text: We've been getting questions about this since it launched. Here's the full story.

Bold claim

Subject line: **Our most asked-about piece. Finally featured.**

Preview text: You've seen it. You've saved it. Here's everything you need to know.

Personal

Subject line: **Honestly? This is my favourite piece right now.**

Preview text: Here's why — and what makes it worth every penny.

Pain

Subject line: **The coat you've been looking for. It exists.**

Preview text: We built this one to last more than one season. Here's why.

Curiosity

Subject line: **Why does everyone keep buying this?**

Preview text: Three restocks later, we finally put together the full story of our most loved piece.



Kiran's tip for this campaign

Product spotlight emails work best when the subject creates intrigue around the product before naming it. "Why does everyone keep buying this?" forces the open. Name the product inside the email, never in the subject. One product per email — never split attention.

Template 4

Limited-Time Sale

Goal: drive purchases during a time-limited promotion without cheapening the brand

Personal

Subject line: **A private offer — just for you, {first_name}.**

Preview text: This isn't going to everyone. You're on the list. Here's what we've set aside.

Urgency

Subject line: **48 hours. Then it's gone.**

Preview text: Your exclusive offer is live now. It closes this time on Thursday.

Curiosity

Subject line: **We don't discount often. This is why.**

Preview text: One reason. One offer. And it's only for the people who actually show up.

Bold claim

Subject line: **The sale is live. The prices won't be this low again.**

Preview text: Select pieces, real savings. No code needed — discount applied at checkout.

Pain

Subject line: **You've been saving it. Now's the time.**

Preview text: That piece in your wishlist? It just got a whole lot more affordable. For 48 hours.



Kiran's tip for this campaign

Never put the discount percentage in the subject line ("20% off this weekend"). It trains subscribers to wait for sales and signals fast-fashion energy. Frame it as private access or a limited window instead. Same offer — completely different brand perception.

Template 5

Last Chance / Urgency Reminder

Goal: recover subscribers who saw the sale email but didn't act — send 48 hrs after Email 4

Urgency

Subject line: **Closing tonight.**

Preview text: The offer ends at midnight. This is the only reminder you'll get.

Personal

Subject line: **{first_name}, your offer expires in a few hours.**

Preview text: Just making sure you saw this before it closes. No pressure — but the door is shutting.

Bold claim

Subject line: **Last chance. We mean it this time.**

Preview text: No extensions. No exceptions. The offer comes down tonight.

Curiosity

Subject line: **Did you see this before it closes?**

Preview text: Your offer from earlier this week. It closes tonight. Wanted to make sure you caught it.

Pain

Subject line: **Don't be the person who forgot.**

Preview text: You opened the last email. You just didn't make it back. Here's your second chance.



Kiran's tip for this campaign

Keep this email to 3–4 lines maximum. The shorter it is, the more urgent it feels. "Closing tonight." as a subject line outperforms a long explanation every time. Only send to subscribers who opened Email 4 but didn't click — this protects your sender reputation and feels personal, not spammy.

Template 6

Thank You + Review / Community Builder

Goal: deepen loyalty, collect social proof, and generate referrals post-purchase

Personal

Subject line: **Your order is on its way, {first_name}.**

Preview text: Packed with care. A small note inside from us to you.

Curiosity

Subject line: **One small favour — when your order arrives.**

Preview text: Nothing big. Just something that would mean a lot to a small brand like ours.

Bold claim

Subject line: **You just made a really good decision.**

Preview text: Your order is confirmed and we can't wait for you to see it in person.

Pain

Subject line: **Real talk — how did we do?**

Preview text: Your honest feedback shapes everything we make next. Two minutes. That's all we're asking.

Personal

Subject line: **Thank you. Really.**

Preview text: Every order from a small brand like ours means something. Here's a little thank you from us.



Kiran's tip for this campaign

Post-purchase emails have the highest trust level of any email you'll ever send. Use that trust wisely — ask for one thing only. Either a review, a photo, or a referral. Never all three in the same email. "One small favour" as a subject line gets remarkable open rates because curiosity and low-effort framing work together.

5 rules that apply to every subject line you write

1. Under 9 words. Most inboxes cut off at 40–50 characters on mobile. Short subject lines look intentional. Long ones look like newsletters.
2. Never reveal everything. The subject line's only job is to get the open. The reward is inside. Never answer the question you're asking in the subject.
3. No discount percentage in the subject line. "20% off" trains your audience to wait for sales. "A private offer" builds brand equity and still converts.
4. Test one variable at a time. Change subject line OR preview text — never both at once. You need to know what moved the needle.
5. Your preview text is your second subject line. Most people read both before deciding to open. Write them as a pair — subject creates the curiosity, preview text deepens it.



www.ecomemailab.com