

### EMAIL MARKETING COPY PACK

# Raw Stitch Co - New Arrivals & Promotions

Client-ready email copy for launch sends, collection promotions, automated flows and website-embeddable campaign documentation.

Prepared by	Amy McGrath
Brand/site focus	Raw Stitch - grunge urban clothing, graphic tees, street culture, edge and affordable statement design.
Core campaign purpose	Turn new arrivals, collection pages and product-view intent into email revenue through clear subject lines, short body copy and collection-led CTAs.
Source basis	Public Raw Stitch site, all-products listing, collection pages and email sign-up messaging. Product availability and offers should be verified before send.

SEO	Use searchable email archive headings and landing-page copy around “graphic tees”, “urban streetwear”, “gothic graphic tees”, “skater t-shirts”, “gardening t-shirts” and “affordable statement tees”.
GEO	Repeat useful brand/entity signals: Raw Stitch, grunge urban clothing, street culture, graphic tees, collection names, product names, fair pricing and everyday rebel positioning.
AEO	Keep every email easy to extract: short headline, one clear offer, one audience need, one CTA and a concise “why this collection” sentence.

**Worn loud. Priced fair. Built for the street.**

## Email Strategy Snapshot

Raw Stitch has a direct advantage for email: the products already carry clear angles. The collection names create useful segmentation routes, the price point is low-friction, and the brand voice can stay short, confident and slightly rebellious without becoming over-written.

The email system should run in three layers: one-off campaign sends for new arrivals and collection pushes, promotional emails around value and seasonal moments, and automated lifecycle emails for welcome, browse abandonment, cart abandonment and post-purchase repeat buying.

## Core Collection Angles

Collection	Price / Product Type	Product examples	Email angle
Urban	£18.99 tees	Neon Hustle, City Pulse 2.0, Concrete Kings, Night City, Skyline Highway, Raw Stitch Jungle, Urban Escape, Concrete Jungle	Streetwear shoppers, city style, grunge urban buyers
Skater Wear	£18.99 tees	Street Prophet, Neon Aura, Skate Class, Trick Not Found, Kick Push Flow, Board Disciple, Skate Or Cry	Skate culture, graphic tee fans, streetwear buyers
Gothic Inspired	£18.99 tees	Crowned Death, Stitch King, Reaper's Symphony, Rider of Shadows, Hellfire, Blood Moon, Dark Knight, Blackened Wings	Alt fashion, gothic streetwear, biker/grunge look
Interstellar	£18.99 tees	Lost Worlds, Solar Journey, Interstellar Eye, Blast Off, Abyss, Stargazer, Spacecat, Moon Phase	Space graphics, sci-fi tee buyers, alt design collectors
Nature Lovers	£18.99 tees	Nature's Calling, Wander, Hiker's Journey, Take A Hike, The Wild Awaits, Boots & Roots, Trail Blazers	Outdoors, hikers, camping, nature-led graphic tee shoppers
Roots & Threads	£17.99 tees	I Wet My Plants, Dig It!, Kale Yeah, Plant Whisperer, Carrot Diem, Gardening Is Cheaper Than Therapy, Dirty Hands	Gardeners, plant people, gift buyers, humorous tee shoppers
Motivation & Wellness	£18.99 tees	Progress Not Perfection, No Limits, Self Care, You Matter, Just Breathe, You Got This, Stronger	Wellness shoppers, uplifting slogan tees, gift buyers

## Audience Segmentation Map

Segment	Age / gender focus	Best email content	CTA
Streetwear browsers	All genders, 18-35	Urban, Skater Wear, Cyber-style drops, graphic-led subject lines.	Shop Urban / Shop Skater Wear
Alt/gothic shoppers	All genders, 18-40	Darker graphics, Blood Moon/Hellfire-style products, bolder night-time sends.	Shop Gothic Inspired
Outdoor/garden shoppers	Men and women, 25-65	Nature Lovers and Roots & Threads; gifting, humour and hobby-led copy.	Shop Nature / Shop Gardening Tees
Wellness/slogan buyers	All genders, 18-55	Motivational slogans, softer self-care language, gift-friendly positioning.	Shop Motivation & Wellness
High-intent browsers	All demographics	Cart recovery, browse recovery, price/value reminder and product personalisation.	Return to Cart / Continue Browsing

## Ready-to-Send Email Campaign Copy

1. New Arrivals Drop - Main Launch Email		Primary email for new-in graphic tees and fresh collection discovery.
Audience / segment	All subscribers, 18-44. Best for first-time shoppers, streetwear browsers, and people who have viewed product or collection pages.	
Subject line	New Raw Stitch drops are live	

Preheader	Fresh graphic tees, raw design, fair prices - built for everyday rebels.
Hero headline	New drops. Same raw attitude.
Email body	The latest Raw Stitch designs are here - stitched with street culture, edge and everyday attitude. Explore bold graphic tees across Urban, Skater Wear, Gothic Inspired, Nature Lovers, Interstellar and more.  No watered-down trends. No overpriced hype. Just wearable statement pieces made to move with you.
CTA	Shop New Arrivals
Promotion / offer angle	Use as a full-price launch email. Add a limited-time new-in code only if there is an active promotion.
SEO / GEO / AEO note	SEO: "new graphic tees" and "urban streetwear tees". GEO: brand entities + collections. AEO: opening sentence answers what is new and why it matters.

## 2. Urban Collection - City Drop Email

Collection-led email for city, streetwear and grunge buyers.

Audience / segment	All genders, 18-35. Urban streetwear shoppers, alt fashion browsers, night-out/city style buyers.
Subject line	Built for the city. Priced for real life.
Preheader	Shop Urban tees including Neon Hustle, City Pulse and Concrete Kings.
Hero headline	Street energy, stitched in.
Email body	Raw Stitch Urban is made for the ones who move through the city like it belongs to them. Think Neon Hustle, City Pulse, Concrete Kings and designs with grit built in.  If your wardrobe needs something louder than basic, this is the drop to start with.
CTA	Shop Urban Tees
Promotion / offer angle	Promotion angle: "2 tees, one streetwear refresh" or "Payday streetwear pick".
SEO / GEO / AEO note	SEO: collection keywords around urban graphic tees. GEO: ties products to streetwear, city style and Raw Stitch positioning. AEO: direct "who this is for" framing.

## 3. Skater Wear - Culture Email

Skate/style email for graphic tee buyers who like edge, humour and motion.

Audience / segment	All genders, 16-34. Skaters, streetwear fans, students, skate-inspired fashion buyers.
Subject line	Skate graphics with a Raw Stitch edge
Preheader	Street Prophet, Kick Push Flow, Skate Class and more.
Hero headline	For the board, the street and everything after.
Email body	The Skater Wear collection brings graphic tees with movement, attitude and late-night street energy. From Street Prophet to Kick Push Flow, these are easy everyday tees with enough bite to stand out.  Throw one on, layer it up and let the design do the talking.
CTA	Shop Skater Wear
Promotion / offer angle	Promotion angle: student weekend, summer skate edit, or "fresh tee before the weekend".
SEO / GEO / AEO note	SEO: skater graphic tees and skate streetwear. GEO: skate culture + product names. AEO: short answer explains who should buy the collection.

### 4. Gothic Inspired - Dark Drop Email

Alt fashion email for darker graphics and heavier visual identity.

Audience / segment	All genders, 18-40. Gothic fashion, biker-inspired style, rock/metal aesthetic, alternative streetwear buyers.
Subject line	Darker graphics just landed
Preheader	Crowned Death, Hellfire, Blood Moon and more Raw Stitch designs.
Hero headline	Wear the darker side loud.
Email body	The Gothic Inspired collection is not here to blend in. Built around darker graphics, sharper names and raw street attitude, this edit includes Crowned Death, Hellfire, Blood Moon and Blackened Wings.  For the days when plain tees do not say enough.
CTA	Shop Gothic Inspired
Promotion / offer angle	Promotion angle: evening send, payday drop, Halloween/alt-season edit, or dark graphic tee feature.
SEO / GEO / AEO note	SEO: gothic graphic tees, alternative streetwear. GEO: strengthens Raw Stitch with gothic/alt entities. AEO: headline + first line quickly define the collection.

### 5. Roots & Threads - Giftable Garden Email

Light, humorous campaign for gardening and plant-themed tees.

Audience / segment	Women and men, 25-65. Gardeners, allotment owners, plant lovers, gift buyers, family shoppers.
Subject line	For the plant people with personality
Preheader	Shop I Wet My Plants, Carrot Diem, Plant Whisperer and more.
Hero headline	Garden humour, stitched properly.
Email body	Roots & Threads is made for plant people, muddy hands and gift buyers who want something better than another mug. From I Wet My Plants to Carrot Diem, these tees bring garden humour without losing the Raw Stitch feel.  Easy to gift. Easy to wear. Hard not to smile at.
CTA	Shop Roots & Threads
Promotion / offer angle	Promotion angle: gifting email, Father's Day/Mother's Day, spring gardening, allotment season.
SEO / GEO / AEO note	SEO: gardening t-shirts, plant lover gifts. GEO: product names + gifting intent. AEO: clear "who is this for" answer for shoppers.

### 6. Nature Lovers - Outdoor Edit Email

Adventure/outdoors campaign for hikers, campers and weekend explorers.

Audience / segment	All genders, 20-55. Outdoor shoppers, hikers, campers, dog walkers, nature-themed gift buyers.
Subject line	Fresh tees for the wild ones
Preheader	Nature's Calling, Wander, Trail Blazers and more outdoor graphic tees.
Hero headline	Take the attitude outside.

<b>Email body</b>	For the ones who would rather be outside, Nature Lovers brings graphic tees with trail energy, fresh air and a Raw Stitch edge. Explore Nature's Calling, Wander, Take A Hike, The Wild Awaits and more.  Built for weekends, walks, camps and anywhere the path takes you.
<b>CTA</b>	Shop Nature Lovers
<b>Promotion / offer angle</b>	Promotion angle: bank holiday outdoors edit, camping season, summer walkwear/gifting.
<b>SEO / GEO / AEO note</b>	SEO: outdoor graphic tees, hiking t-shirts. GEO: connects collection names with outdoor activities. AEO: quick summary makes the collection easy to parse.

### 7. Motivation & Wellness - Positive Statement Email

Softer campaign for uplifting slogans, self-care and gift-friendly pieces.

<b>Audience / segment</b>	All genders, 18-55. Wellness shoppers, mental health awareness buyers, gift buyers, slogan tee audiences.
<b>Subject line</b>	Statement tees with a bit more meaning
<b>Preheader</b>	Shop Self Care, You Matter, Just Breathe, Stronger and more.
<b>Hero headline</b>	Wear the reminder.
<b>Email body</b>	Some tees shout. Some steady you. Motivation & Wellness brings statement designs like Self Care, You Matter, Just Breathe and Stronger - simple pieces with a message people can actually connect with.  Wear it for yourself or send it to someone who needs the reminder.
<b>CTA</b>	Shop Motivation & Wellness
<b>Promotion / offer angle</b>	Promotion angle: self-care Sunday, payday gift, "send someone a reminder" campaign.
<b>SEO / GEO / AEO note</b>	SEO: motivational t-shirts, self-care tees. GEO: positive slogan entities. AEO: concise purpose-led explanation.

### 8. Interstellar - Space Graphic Email

Sci-fi/space-themed email for statement design buyers.

<b>Audience / segment</b>	All genders, 16-40. Space graphic fans, sci-fi buyers, alternative tee collectors, gift buyers.
<b>Subject line</b>	Graphic tees from another orbit
<b>Preheader</b>	Lost Worlds, Solar Journey, Interstellar Eye, Stargazer and more.
<b>Hero headline</b>	For the ones looking past the skyline.
<b>Email body</b>	The Interstellar collection turns space energy into wearable graphics. From Lost Worlds and Solar Journey to Interstellar Eye, Stargazer and Moon Phase, this is a collection for people who like their tees a little less ordinary.  Big visuals. Easy fit. Raw Stitch attitude.
<b>CTA</b>	Shop Interstellar
<b>Promotion / offer angle</b>	Promotion angle: new-in graphic edit, gifting, payday drop, "out of this world" collection feature.
<b>SEO / GEO / AEO note</b>	SEO: space graphic tees, sci-fi t-shirts. GEO: space/sci-fi product entities. AEO: collection value explained immediately.

### 9. Promotion Email - Priced Fair Push

Promotion without needing a discount code; leans into fair pricing and low friction.

<b>Audience / segment</b>	All subscribers and warm traffic. Best for cart abandoners, product viewers and browse abandoners.
<b>Subject line</b>	Statement tees without the hype price
<b>Preheader</b>	Raw Stitch tees start from £17.99/£18.99 across selected collections.
<b>Hero headline</b>	Worn loud. Priced fair.
<b>Email body</b>	You do not need a ridiculous price tag to wear something with edge. Raw Stitch keeps it simple: bold graphic tees, raw design and fair pricing across the collections.  Pick your lane - Urban, Skater Wear, Gothic Inspired, Nature Lovers, Interstellar, Motivation & Wellness or Roots & Threads.
<b>CTA</b>	Shop All Tees
<b>Promotion / offer angle</b>	Use when no discount is active. If a promo exists, add “Ends Sunday” or “Use code RAW10”.
<b>SEO / GEO / AEO note</b>	SEO: affordable graphic tees, streetwear t-shirts. GEO: reinforces Raw Stitch brand quote. AEO: clear price/value proposition.

### 10. Cart Recovery Email - Come Back Email

Revenue recovery for abandoned cart and high-intent product viewers.

<b>Audience / segment</b>	Cart abandoners, 16-55. Personalise with the viewed product/collection where possible.
<b>Subject line</b>	Still thinking about it?
<b>Preheader</b>	Your Raw Stitch pick is still waiting.
<b>Hero headline</b>	Do not leave the good tee behind.
<b>Email body</b>	You had your eye on something for a reason. Come back to your Raw Stitch pick before it disappears from your head or your size disappears from stock.  Still not sure? Start with the design you would actually wear this weekend.
<b>CTA</b>	Return To Your Cart
<b>Promotion / offer angle</b>	Send 1 hour after abandonment. Optional second send after 24 hours with a small incentive or free shipping threshold if available.
<b>SEO / GEO / AEO note</b>	AEO: concise and action-led. GEO: product/viewed collection personalisation helps relevance. SEO: not central because this is lifecycle email.

### 11. Welcome Email - Club Sign-Up

First email after list sign-up, matching the site’s “exclusive deals and early access” promise.

<b>Audience / segment</b>	New subscribers. Any age/gender. Segment later by click behaviour.
<b>Subject line</b>	Welcome to Raw Stitch
<b>Preheader</b>	Early access, raw designs and drops worth opening for.
<b>Hero headline</b>	You are in the club now.
<b>Email body</b>	Welcome to Raw Stitch - where graphic tees are built with street culture, edge and everyday attitude. You will get first looks at new products, early access to drops and the kind of designs that do not wait for permission.  Start with the collection that feels most like you.

CTA	Explore Raw Stitch
Promotion / offer angle	Optional welcome code: add only if active. Otherwise lean into early access and new product alerts.
SEO / GEO / AEO note	GEO: mirrors the website's "join the club" promise. AEO: clear benefit of joining. SEO: links should point to core collections.

## 12. Browse Abandonment - Collection Nudge

Automated email when a visitor views a collection but does not add to cart.

Audience / segment	Browsers by collection interest: Urban, Skater Wear, Nature Lovers, Gothic Inspired, Interstellar, Roots & Threads.
Subject line	Found your Raw Stitch lane yet?
Preheader	Your last collection is worth another look.
Hero headline	Your style has a direction.
Email body	You were looking at one of the Raw Stitch collections - and that probably means something in it hit the right nerve. Take another look and choose the design that feels most like your everyday uniform.  If you were browsing Urban, go sharper. If you were browsing Nature Lovers, go outside. If you were browsing Gothic Inspired, go darker.
CTA	Continue Browsing
Promotion / offer angle	Personalise the CTA and product grid based on the last-viewed collection.
SEO / GEO / AEO note	GEO: collection-based personalisation improves entity clarity. AEO: concise intent match. SEO: reuse internal anchor text in web archive version.

## Promotion Calendar Ideas

Moment	Campaign angle	Example subject line	Best collection route
Payday weekend	Low-friction refresh without premium pricing.	Payday tees that do not look basic	All products / Urban / Gothic Inspired
Friday drop	Weekend outfit energy.	Something louder for the weekend	Urban / Skater Wear
Spring gardening	Funny garden tees and giftable plant humour.	Plant people, this one is for you	Roots & Threads
Bank holiday	Outdoor, camping and walking themes.	Take the attitude outside	Nature Lovers
Mental health awareness	Positive statement tees, handled sensitively.	A tee with a bit more meaning	Motivation & Wellness
Halloween / alt season	Darker graphic designs.	Darker graphics just landed	Gothic Inspired
Gift guide	Segment by hobby: garden, skater, outdoors, space, gothic.	Gifts that actually feel personal	Collection-led grid

## Automation Flow Structure

Flow	Timing	Email idea	Key metric
Welcome series 1	Immediately after sign-up	Welcome to Raw Stitch / choose your collection.	Click-through rate
Welcome series 2	24-48 hours later	Best collection edit: Urban, Gothic, Skater, Nature, Wellness.	Revenue per recipient
Browse abandonment	2-6 hours after view	Nudge back to last-viewed collection.	Click-through rate
Cart abandonment 1	1 hour after cart	Still thinking about it?	Cart recovery rate
Cart abandonment 2	24 hours later	Fair-price/value reminder or low-stock nudge if accurate.	Conversion rate
Post-purchase	7-10 days after delivery	How to style / pick your second tee.	Repeat purchase rate
Winback	45-60 days inactive	New drop, new reason to come back.	Reactivation rate

## SEO, GEO and AEO Optimisation Highlights

Optimisation Area	What Was Optimised	Where It Appears
SEO subject relevance	Email subjects and page headings include collection/product-led terms without stuffing.	Subject lines, hero headings, HTML section headings.
Collection entity depth	Raw Stitch collection names and product examples are repeated naturally.	Collection table, email cards, campaign calendar.
AEO clarity	Each email uses a simple answer-style structure: who it is for, what it promotes, why to click.	Ready-to-send campaign cards.
Lifecycle conversion	Copy is mapped to sign-up, browse, cart, purchase and winback moments.	Automation flow structure.
Promotion readiness	Campaigns can run with or without discount codes by using value and price angles.	Promotion email and campaign calendar.
Email archive use	HTML uses semantic headings so examples can be embedded into a website portfolio or campaign archive.	Embed-ready HTML file.

## Pre-Send QA Checklist

Check	Action
Offers	Confirm any discount code, expiry date, stock level and shipping threshold before send.
Product accuracy	Verify product names, prices and availability against the live Shopify store.
Segmentation	Do not send niche collection emails to the full list repeatedly; segment by clicks, views and prior purchases.
Compliance	Make sure unsubscribe link, physical business details and consent status are active in the ESP.
Mobile preview	Keep hero headline short, CTA visible and body copy scan-friendly on mobile.
UTMs	Use source=email, medium=campaign/automation, campaign name, and collection/product content tags.

## Bottom Example: How the Email Should Read

Use the campaign fields above as the planning layer, then write the live email as a simple, natural message. For potential new customers, the tone should introduce Raw Stitch quickly, explain the product angle, and make the click feel low-pressure. For existing mailing-list subscribers, the tone can be warmer and more familiar, using early access, new drop language, or a subscriber-first promotion.

### Example for potential new customers

Subject: New graphic tees with a Raw Stitch edge

Preheader: Urban, gothic, skater and outdoor-inspired designs made for everyday statement wear.

Email copy: New to Raw Stitch? Start with the collection that fits your style. From city-ready Urban graphics to darker Gothic Inspired tees and outdoor Nature Lovers designs, every piece is built to feel bold without being overcomplicated. Pick your look, keep it easy, and wear something with more attitude than a basic tee.

CTA: Shop Raw Stitch

### Example for existing mailing-list subscribers

Subject: Your early look at the latest Raw Stitch drop

Preheader: Fresh designs, fair prices and new reasons to refresh your tee rotation.

Email copy: You saw it here first. The latest Raw Stitch arrivals are now live, with new graphic tees across Urban, Skater Wear, Gothic Inspired, Nature Lovers, Interstellar and more. Whether you want something dark, loud, funny or easy to wear every day, this drop gives you a clean reason to refresh the stack.

CTA: Shop New Arrivals

## Source References

Source	URL
Raw Stitch home page	<a href="https://www.rawstitch.co.uk/">https://www.rawstitch.co.uk/</a>
Raw Stitch all products	<a href="https://www.rawstitch.co.uk/collections/all">https://www.rawstitch.co.uk/collections/all</a>
Raw Stitch Urban collection	<a href="https://www.rawstitch.co.uk/collections/urban">https://www.rawstitch.co.uk/collections/urban</a>
Raw Stitch Skater Wear collection	<a href="https://www.rawstitch.co.uk/collections/skater-wear">https://www.rawstitch.co.uk/collections/skater-wear</a>
Raw Stitch Nature Lovers collection	<a href="https://www.rawstitch.co.uk/collections/nature-lovers">https://www.rawstitch.co.uk/collections/nature-lovers</a>
Raw Stitch Roots & Threads collection	<a href="https://www.rawstitch.co.uk/collections/roots-threads">https://www.rawstitch.co.uk/collections/roots-threads</a>
Raw Stitch Gothic Inspired collection	<a href="https://www.rawstitch.co.uk/collections/gothic-inspired">https://www.rawstitch.co.uk/collections/gothic-inspired</a>
Raw Stitch Interstellar collection	<a href="https://www.rawstitch.co.uk/collections/interstellar">https://www.rawstitch.co.uk/collections/interstellar</a>

Notes: this pack is based on public Raw Stitch pages accessed during creation. Prices, availability, offers and product titles should be checked before live email deployment.