HOLIDAY 2021

DSW®

DSW®
HOW TO
HOLIDAY

DSW®

THE FESTIVE 5

Get the season right with our team of professional merry-makers, here to help you spread some serious cheer (and look good doing it).

JEN ROBIN
ORGANIZATION QUEEN
CEO of *Life in Jeneral*

WHITNEY PORT
STYLE AUTHORITY
TV personality, fashion expert, & author

BRAD GORESKI
GIFTING PRO
Celeb stylist & TV personality

PATRICE WASHINGTON
FINANCE EXPERT
Founder/CEO of *Seek Wisdom Find Wealth*

MYKA MEIER
ETIQUETTE COACH
Author and founder of *Beaumont Etiquette*

CAUGHT EMPTY HANDED

"If someone gives you a gift but you don't have one for them, just focus on showing gratitude."

MYKA MEIER, ETIQUETTE COACH
Author and founder of *Beaumont Etiquette*

HOME SWEET HOME

FOR THE HOLIDAYS
"Cozy by the fire"
vibes only.

NOW LET'S MAKE SOME MEMORIES

"Watching your kids experience the magic of the season is the best part about the holidays."

WHITNEY PORT, STYLE AUTHORITY
TV personality, fashion expert, & author

PATRICE WASHINGTON

FINANCE EXPERT

Founder/CEO of *Seek Wisdom Find Wealth*

THANKSGIVING IS FOR EATING TOO MUCH PIE WITH THE PEOPLE YOU'RE MOST THANKFUL FOR

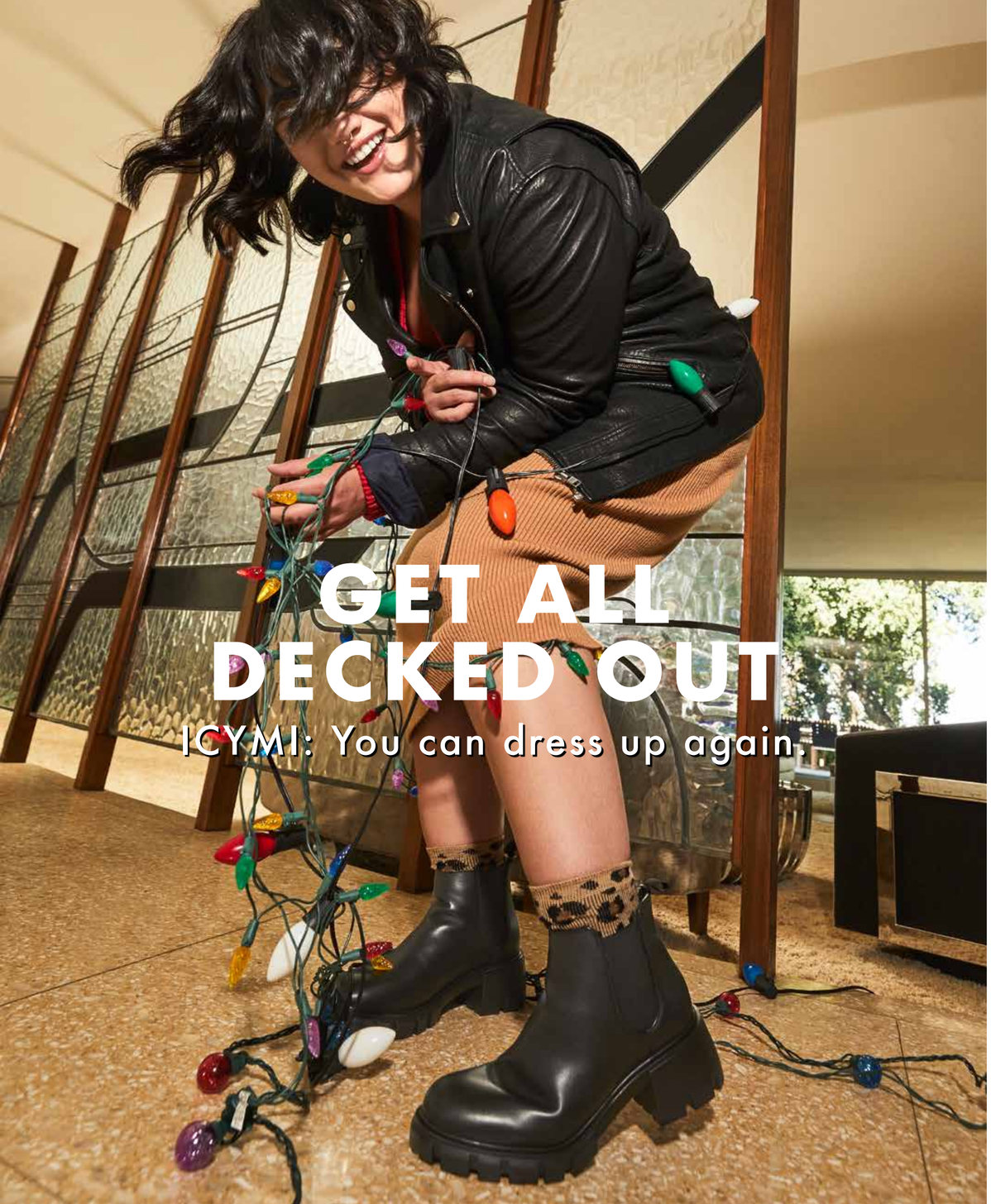
"The holidays are about celebrating family traditions, showing gratitude, and ultimately, creating memories that last a lifetime."

THE MOST WONDERFUL TIME OF YEAR
HAS BEEN A LONG TIME COMING

YOU'VE BEEN GOOD THIS YEAR

"Make your list and check it twice, because most of us forget to add ourselves to our holiday shopping lists."

PATRICE WASHINGTON, FINANCE EXPERT Founder/CEO of Seek Wisdom Find Wealth



GET ALL DECKED OUT

ICYMI: You can dress up again.

HOW TO HOLIDAY PARTY

Friendsgiving, office parties, grandma's house...it's time to let your festive side out.

MAKE ONE MEMORY AT A TIME

"The key to staying on top of your holiday schedule and activities is to take care of yourself. Do not overbook!"

JEN ROBIN, ORGANIZATION QUEEN
CEO of *Life in Jeneral*

BRING THE JOY

HERE'S TO LOOKING YOUR HOLIDAY BEST

WHITNEY PORT,
STYLE AUTHORITY
TV personality, fashion expert, & author

LIGHT IT UP

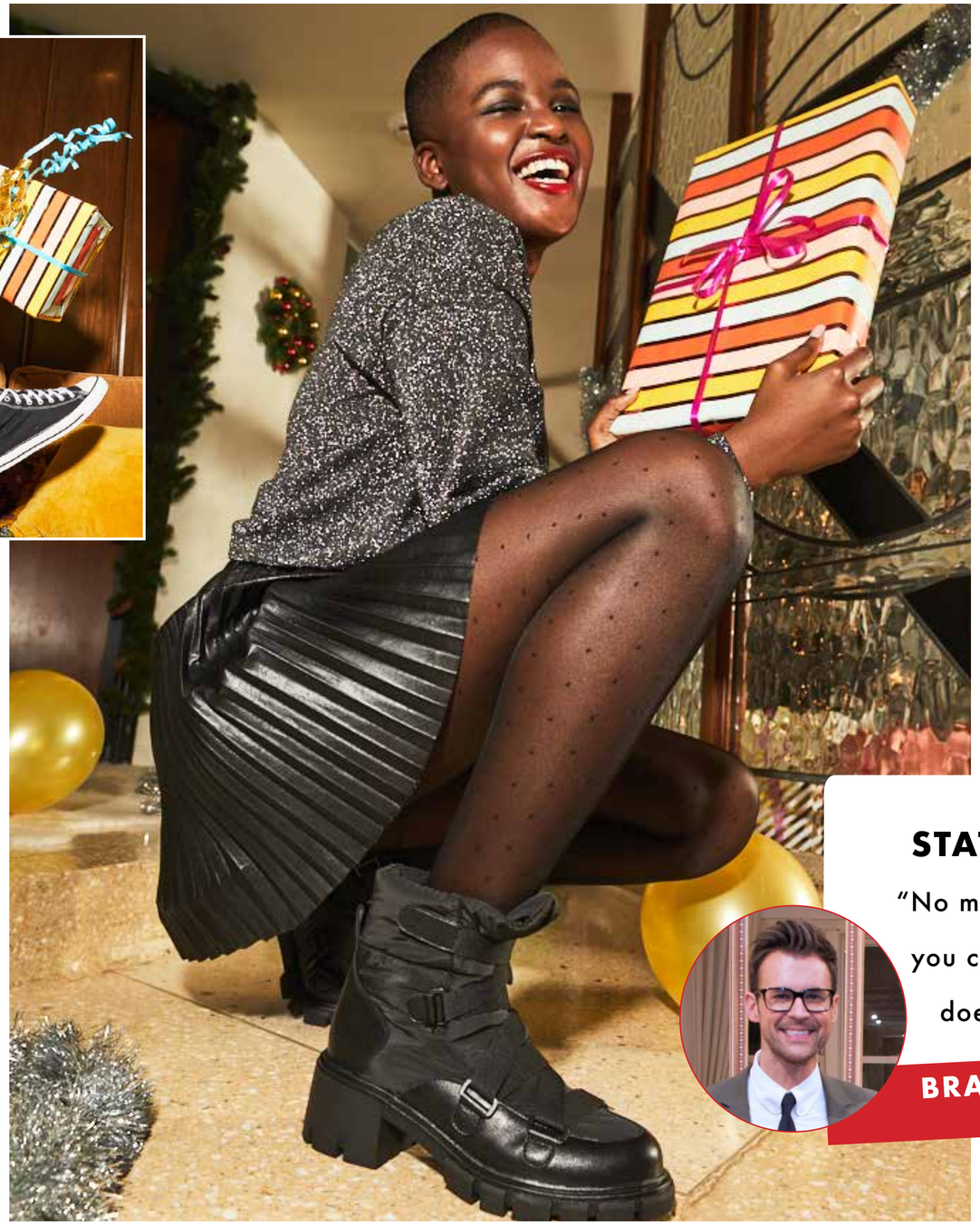
"Sequins, glitter, sparkle. This is the season to not hold back."

DRESS CODE: MERRY & BRIGHT

CONFIDENCE IS THE BEST ACCESSORY

SANTA'S GOT NOTHING ON YOU

HOW TO GIVE THE PERFECT GIFT



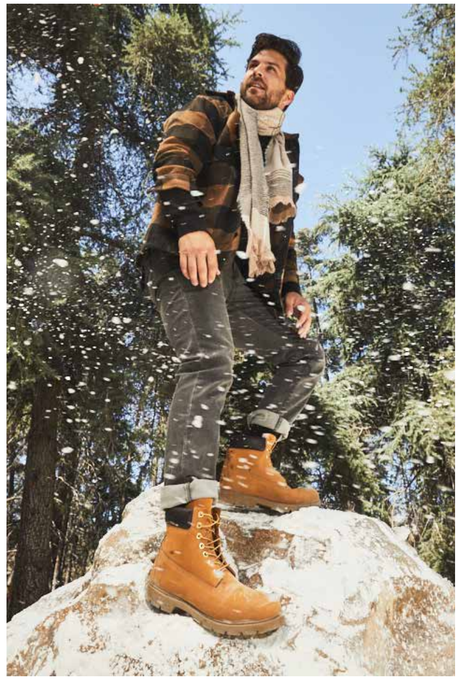
STATUS: BEST GIFT-GIVER

"No matter who is on your holiday list, you can't go wrong with shoes. Who doesn't like getting new shoes?"

BRAD GORESKI, GIFTING PRO
Celeb stylist & TV personality

COMFORT AND JOY
LOTS AND LOTS OF JOY

LET. IT. SNOW.



GOING SOMEWHERE?

WHAT TO PACK FOR HOLIDAY TRAVEL

HOLIDAY: EMAIL, FESTIVE 5 LAUNCH EMAIL

SL: ✨The holidays are finally heeeeere✨
PL: We deserve this.

DSW
DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND $XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

HOW TO HOLIDAY

The most wonderful time of the year
been a long time coming.

THE FESTIVE 5

Meet our professional merry-makers, here to help you spread some serious cheer (and look good doing it).

JEN ORGANIZATION QUEEN | **WHITNEY** STYLE AUTHORITY | **BRAD** GIFTING PRO | **PATRICE** FINANCE EXPERT | **MYKA** ETIQUETTE COACH

SEE THEIR IN-SEASON PICKS & TIPS

"No matter who is on your holiday list, you can't go wrong with shoes."

–BRAD GORESKI

GIFTING PRO
Celeb stylist & TV personality

"Make sure your closet is ready for your holiday calendar."

–WHITNEY PORT

STYLE AUTHORITY
TV personality, fashion expert, & author

"No matter how you feel about a gift, always be polite and gracious."

–MYKA MEIER

ETIQUETTE COACH
Author and founder of *Beaumont Etiquette*

"Plan as far in advance as you can, so nothing sneaks up on you."

–JEN ROBIN

ORGANIZATION QUEEN
CEO of *Life in Jenera!*

"Keeping up with holiday offers will help you stay in the spirit and under budget."

–PATRICE WASHINGTON

FINANCE EXPERT
Founder/CEO of *Seek Wisdom Find Wealth*

GET HOLIDAY READY | HEAD TO THE HOLIDAY HUB

HOLIDAY: SITE, HP FESTIVE 5

DSW. Search... Customer Name Location Bag

Women Men Kids Accessories Clearance Brands Trending

$5 **You have rewards available!** Expires 8/31

Get a $5, $20, or $30 Bonus Card by purchasing various gift card tiers Now through 7/14 | Redeemable starting 8/8

Free black beach blanket with $49 purchase. While supplies last. Use Code: BEACHBLJCK With $49+ purchase while supplies last.

Free black beach blanket with $49 purchase. While supplies last. Use Code: BEACHBLJCK With $49+ purchase while supplies last.

SAVE THE DATE (!) HOLIDAY SHIPPING DEADLINES

GET YOUR GIFTS BY 12/24

STANDARD: 11:59PM 12/17 | EXPRESS: 4PM 12/20

NEXT-DAY: 2PM 12:23

PSA: CURBSIDE + IN-STORE PICKUP READY IN 2 HOURS.

SHOP ASAP

VIPS GET FREE SHIPPING

SPOILER ALERT: THIS ONE ENDS IN 24 HOURS

$29.99 ($10 OFF)

Koolaburra Fuzzn II Platform Sandal, ~~$39.99~~

PERFECT GIFT, ANYONE?

HOLIDAY: SITE, LP FESTIVE 5

DSW. Search... Customer Name Location Bag

Women Men Kids Accessories Clearance Brands Trending

$5 **You have rewards available!** Expires 8/31

Get a $5, $20, or $30 Bonus Card by purchasing various gift card tiers Now through 7/14 | Redeemable starting 8/8

Free black beach blanket with $49 purchase. While supplies last. Use Code: BEACHBLJCK With $49+ purchase while supplies last.

Free black beach blanket with $49 purchase. While supplies last. Use Code: BEACHBLJCK With $49+ purchase while supplies last.

MEET THE FESTIVE 5

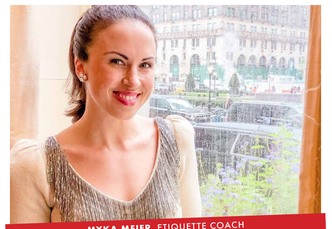
It's been a while since we did the holidays right. So we've assembled a team of holiday experts to remind you how to gift, party, save, and look amazing this season.

JEN ROBIN | WHITNEY PORT | BRAD GORESKI | PATRICE WASHINGTON | MYKA MEIER

BRAD GORESKI, GIFTING PRO
Celeb Stylist & Tv Personality

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CTA



MYKA MEIER, ETIQUETTE COACH
Author & founder of Beaumont Etiquette

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CTA

PATRICE WASHINGTON, FINANCE EXPERT
Founder/Ceo Of Seek Wisdom Find Wealth

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CTA

HOLIDAY: SITE, FESTIVE 5 BLOG PAGE + COLLECTION

DSW. Search... Customer Name Location Bag

Women Men Kids Accessories Clearance Brands Trending

$5 **You have rewards available!** Expires 8/31

Get a $5, $20, or $30 Bonus Card by purchasing various gift card tiers Now through 7/14 | Redeemable starting 8/8

Free black beach blanket with $49 purchase. While supplies last. Use Code: BEACHBLJCK With $49+ purchase while supplies last.

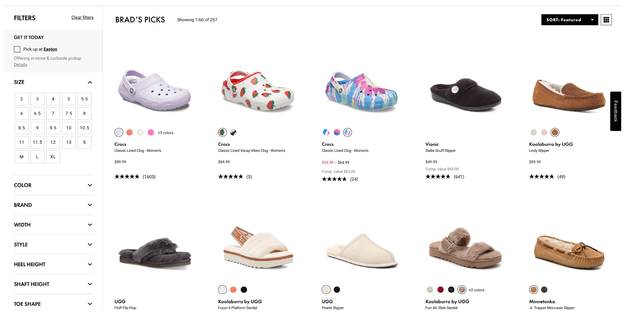
Free black beach blanket with $49 purchase. While supplies last. Use Code: BEACHBLJCK With $49+ purchase while supplies last.

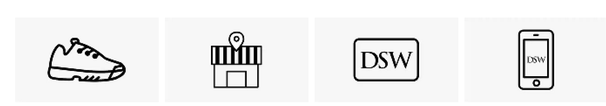
quote from him
cartridges can shift for images

BRAD GORESKI, GIFTING PRO
Celeb Stylist & Tv Personality

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Itae consequia duci acit repelenia nobit a con re, inctaqui consedi gendae eatat eicius rem delecum debis conseque ped eos si dolor repudae. Busciet qui ut iam, sum vitiore henimin verspernum re et dessimet, optatur? Itae consequia duci acit repelenia nobit a con re, inctaqui consedi gendae eatat eicius rem delecum debis conseque ped eos si dolor repudae. Busciet qui ut iam, sum vitiore henimin verspernum re et dessimet, optatur





SHOE GUIDES & FAQs | FIND A STORE | GIFT CARDS | THE DSW APP

HOLIDAY: SITE, HOLIDAY HUB LP

DSW. Search... Sign in Easton Bag

Athletic & Sneakers Women Men Kids Brands Accessories Clearance JLO

DSW VIP **Become a VIP (For Free)** Get perks like free shipping and 5% back in Rewards

SANDALS UNDER $40 Valid through 6/11.

GET 25% OFF KOOLABURRA BY UGG Priced as marked. Valid through 5/9.

FREE SHIPPING FOR VIPs Not a VIP? Get free shipping on orders $50+

THE HOLIDAY HUB

Your go-to spot for season-making shoes, best-ever deals, and need-to-know tips for all things holiday.

UNDER $25 — EMOTIONAL GIFTING COPY

UNDER $50 — GIFTS UNDER $50

UNDER $75 — GIFTS UNDER $75

UNDER $100 — GIFTS UNDER $100

GIFTS FOR HER
Subcopy goes here. Subcopy goes here.

GIFTS FOR HIM
Subcopy goes here. Subcopy goes here.

GIFTS FOR KIDS
Subcopy goes here. Subcopy goes here.

BRAD GORESKI'S TOP GIFTS
Subcopy goes here. Subcopy goes here.

GIFTS BY INTEREST

FOR THE HIKER | FOR THE GOLFER | FOR THE BASKETBALL FAN | FOR THE RUNNER | FOR THE TREND-SETTER | FOR THE HOMEBODY

BEST DEALS OF THE YEAR

BLACK FRIDAY | CYBER MONDAY | DEALS OF THE (HOLI)DAY | CLEARANCE

GIFT CARDS ICON + COPY

GIFT CARDS
Subcopy goes here. Subcopy goes here.

AFTERPAY ICON + COPY

AFTERPAY
Subcopy goes here. Subcopy goes here.

SHIPPING ICON + COPY

SHIPPING DETAILS
Subcopy goes here. Subcopy goes here.

BOPIS ICON + COPY

BOPIS
Subcopy goes here. Subcopy goes here.

TOP GIFTS THIS MONTH

TRENDING THIS SEASON

EXTRA-COZY GIFTS

THE BRANDS ON THEIR WISH LIST

SHOP BOOTS | SHOP SUPPERS | LOREM IPSUM | LOREM IPSUM | LOREM IPSUM | LOREM IPSUM

HOLIDAY: EMAIL, ONE FESTIVE 5 + GIFTING

SL: A little gifting etiquette with Myka Meier...
PL: Plus, the stuff they really want.

DSW
DESIGNER SHOE WAREHOUSE®

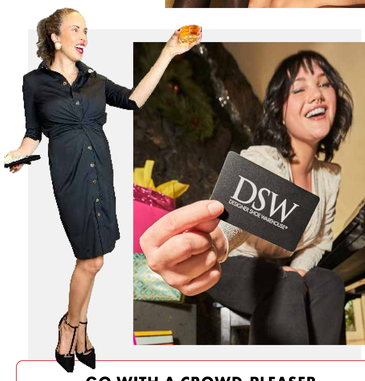
HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND $XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

FROM THE HEART (& IN YOUR BUDGET)

"You should not feel pressure to reciprocate an expensive gift. A great gift comes from the thought behind it."

GIFTS UNDER $100 >>



GO WITH A CROWD-PLEASER

"A gift card is great if you are not sure what to give someone."

GIFT CARDS >>

FOLLOW THE REGIFT RULES

"Avoid regifting within a friend circle."

BEST-SELLERS THEY WON'T REGIFT >>

'TIS THE SEASON TO JUST SAY THANKS

"No matter how you feel about a gift, always be polite and gracious."

THEN BUY WHAT YOU REALLY WANT >>

MORE TIPS FROM THE FESTIVE FIVE

SHOP ALL WOMEN

HOLIDAY: MAP EVENT W/IN STORY

SL: ⭐25% off Converse⭐
PL: Finance expert Patrice Washington approves.

DSW DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND $XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

A NOTE ABOUT HOLIDAY SHIPPING

ORDER BY 11:59PM 12/17
TO RECEIVE BY 12/24

PSA: CURBSIDE + IN-STORE PICKUP READY IN 2 HOURS.

SHOP ASAP >> VIPS GET FREE SHIPPING>>

TALK ABOUT GOOD TIDINGS

25%* OFF CONVERSE

Our finance expert Patrice Washington would be so proud of you saving all this money.

"With such great sales, this is the perfect time to scout deals on items you've been wanting for a while."

SHOP CONVERSE >>

PATRICE WASHINGTON, FINANCE EXPERT
Founder/ceo of seek wisdom find wealth

*Select styles. Cannot be combined with other offers. Prices as marked.

OH LOOK, COMFORT *AND* JOY

Converse
Chuck Taylor All Star High-Top Sneaker - Wo...
$59.99
★★★★★ (7)

Converse
Chuck Taylor All Star Shoreline Sneaker - W...
$54.99
★★★★★ (6)

Converse
Chuck Taylor All Star Sneaker - Men's
$54.99
QUICK ADD

SHOP WOMEN'S CONVERSE | SHOP MEN'S CONVERSE

SHOP GIRLS' CONVERSE | SHOP BOYS' CONVERSE

HOLIDAY: EMAIL, PRODUCT STORY

SL: Get these boots in 2 hours.
PL: Did we mention they're from iconic brands?

DSW
DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND $XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

ATTN: LAST-MINUTE GIFTERS. ORDER BY...

XX:XX:XX

TO RECEIVE BY 12/24

PSA: CURBSIDE + IN-STORE PICKUP READY IN 2 HOURS.

SHOP ASAP >> VIPS GET FREE SHIPPING >>

MORE ICONIC THAN SANTA'S FUR-LINED CLASSICS.

Get these under the tree in 2 HOURS: buy online, pick up in store.

FROM THE BRANDS ON YOUR WISH LIST

SHOP COLUMBIA	SHOP UGG
SHOP SOREL	SHOP DR. MARTENS
SHOP KOOLABURRA BY UGG	SHOP KELLY & KATIE

SHOP ALL BOOTS | SHOP ALL WOMEN

HOLIDAY: CONVENIENCE/SHIPPING CUT OFF

SAVE THE DATE (!) HOLIDAY SHIPPING DEADLINES

GET YOUR GIFTS BY 12/24

STANDARD: 11:59PM 12/17 | EXPRESS: 4PM 12/20

NEXT-DAY: 2PM 12:23

PSA: CURBSIDE + IN-STORE PICKUP READY IN 2 HOURS.

SHOP ASAP

VIPS GET FREE SHIPPING

A NOTE ABOUT HOLIDAY SHIPPING

ORDER BY 11:59PM 12/17
TO RECEIVE BY 12/24

PSA: CURBSIDE + IN-STORE PICKUP READY IN 2 HOURS.

SHOP ASAP >> **VIPS GET FREE SHIPPING>>**

ATTN: LAST-MINUTE GIFTERS. ORDER BY...

XX:XX:XX

TO RECEIVE BY 12/24

PSA: CURBSIDE + IN-STORE PICKUP READY IN 2 HOURS.

SHOP ASAP >> **VIPS GET FREE SHIPPING >>**