# SUMMER 2021

DSW®

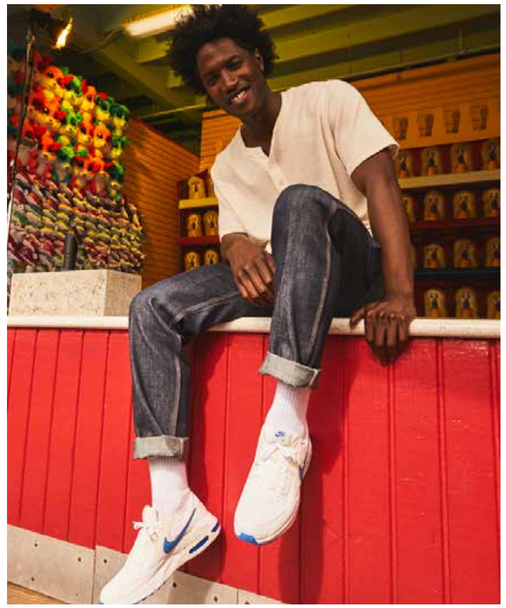
SOAK UP THE
FUN

AU REVOIR

PHOTOS

Greetings
SANTA MONICA PIER

INK



PLAY 'N' WIN

SOAK UP THE
FREEDOM
Jeep

MOTEL
MOTEL
NO

# SOAK UP THE SUN

SOAK UP THE
MEMORIES

**SUMMER:** WEB

DSW. Search... Customer Name Location Bag

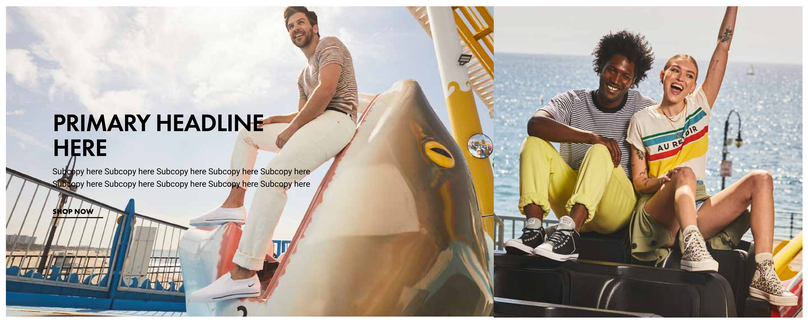
Women Men Kids Accessories Clearance Brands Trending

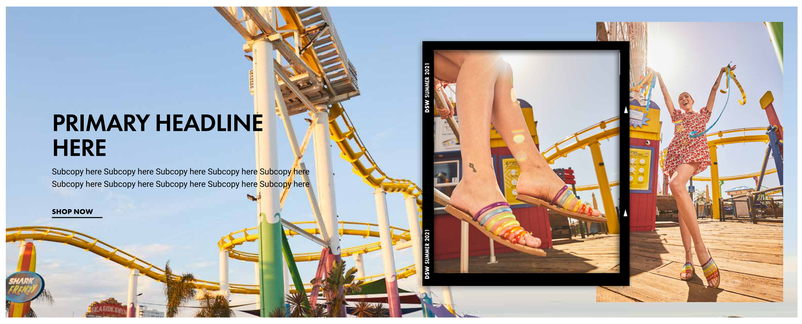
$5 **You have rewards available!** Expires 8/31

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

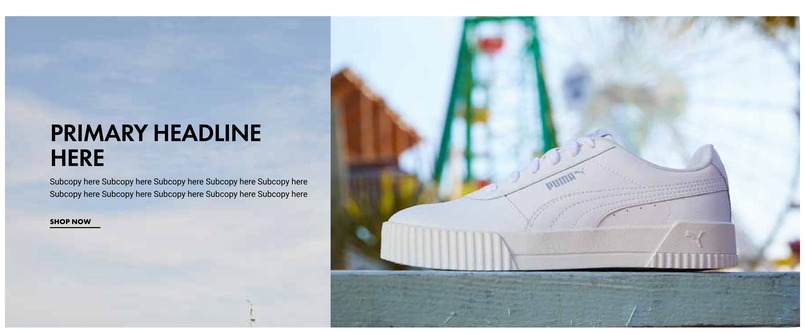
**Free black beach blanket with $49 purchase. While supplies last.** Use Code: BEACHBLACK With $49+ purchase while supplies last.

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

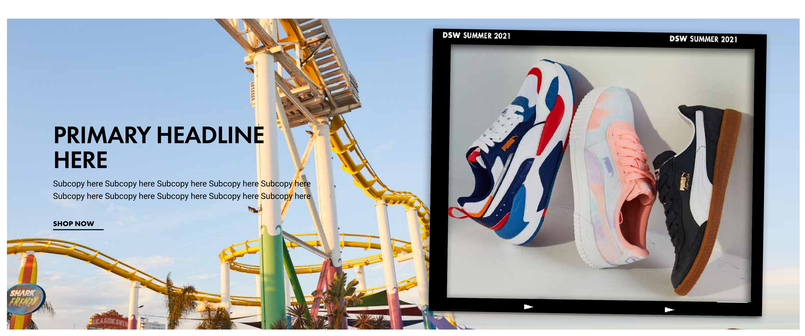



Mix of environmental, model & product images to tell story about Summer activity. FILM FRAME IS ONLY USED IN STORYTELLING. They are not to be randomly used for additional product shots.




Mix of environmental & location images to tell story about Summer activity.




Mix of environmental & studio images to tell story about Summer activity.

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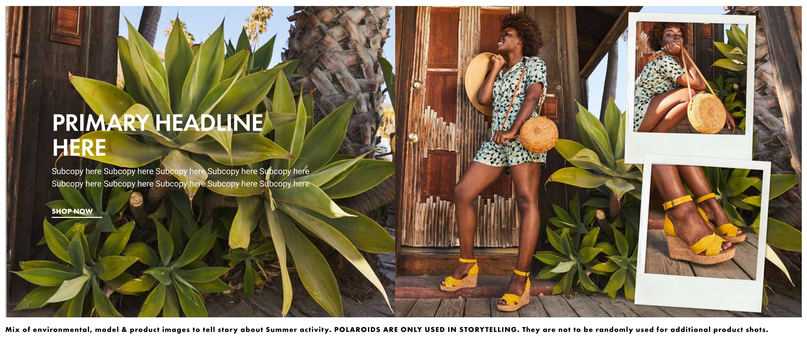


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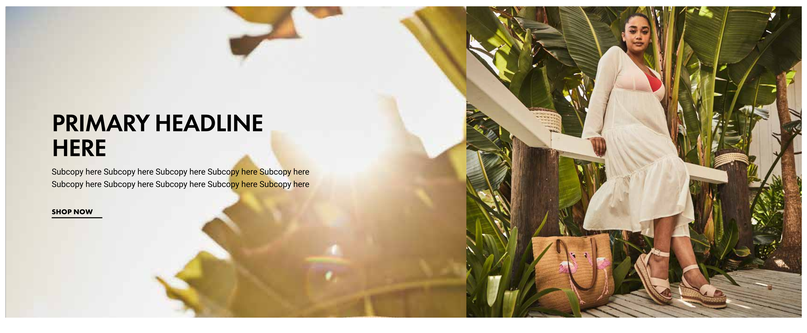


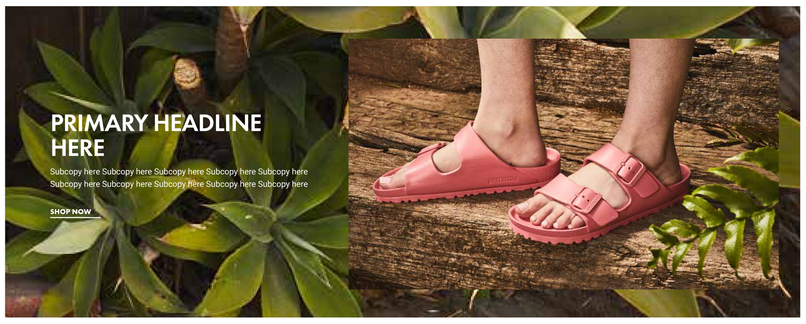


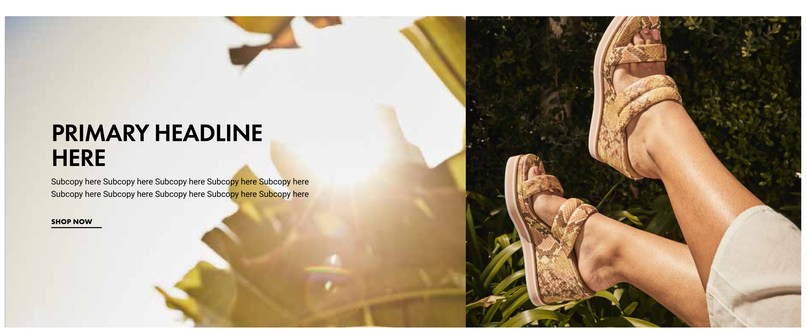


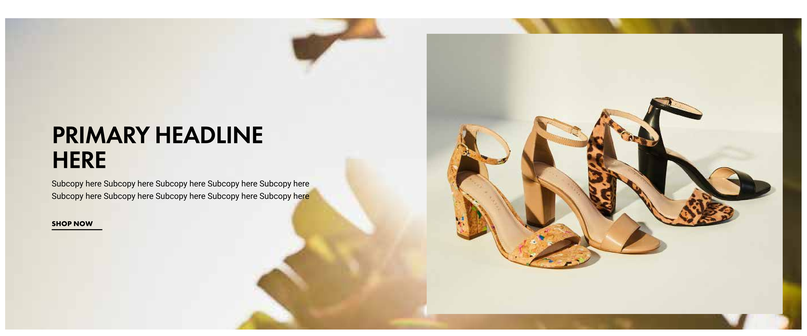


Mix of environmental & $7 images to tell story about Summer activity.

**SUMMER**WEB

DSW. Search... Customer Name Location Bag

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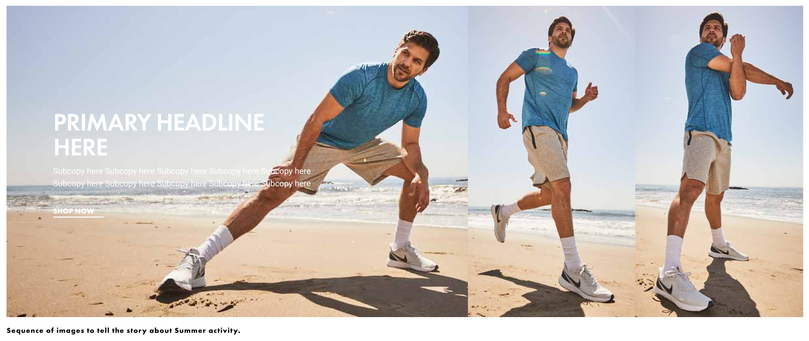
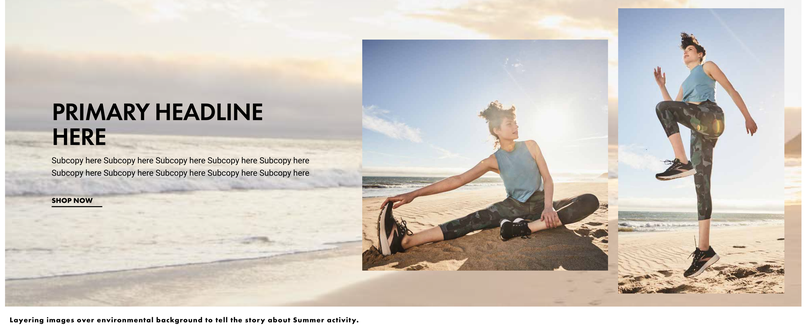
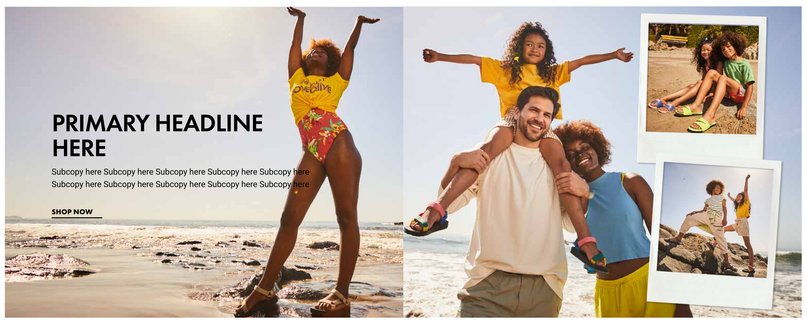


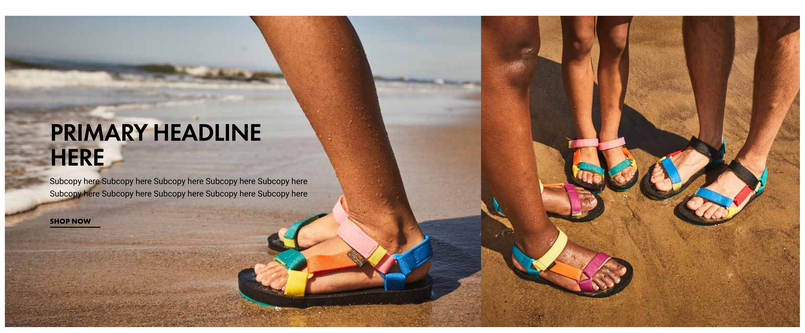

Sequence of images to tell the story about Summer activity.

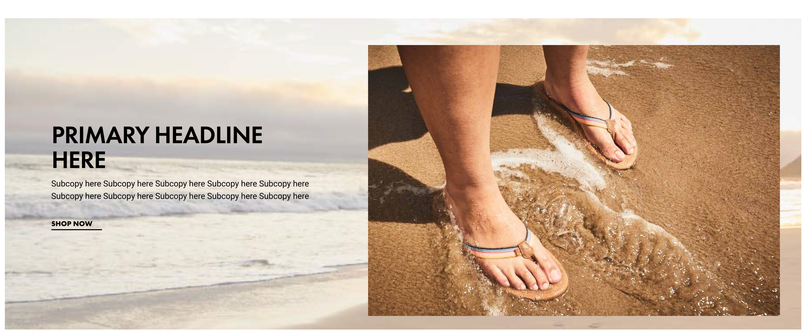


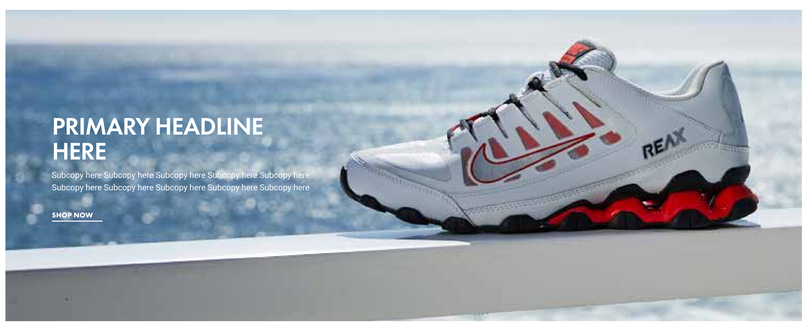

Layering images over environmental background to tell the story about Summer activity.

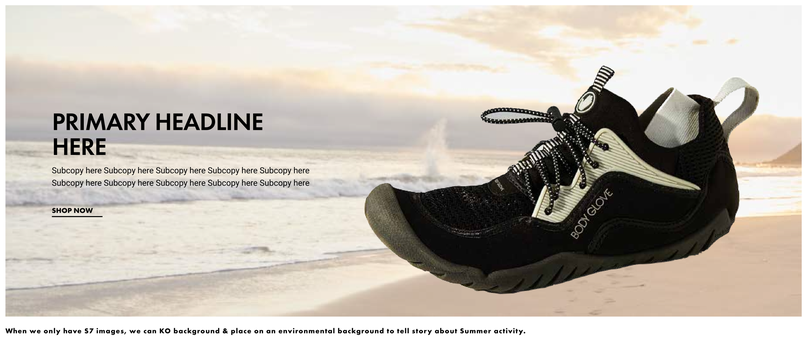



Mix of environmental, model & product images to tell story about Summer activity. POLAROIDS ARE ONLY USED IN STORYTELLING. They are not to be randomly used for additional product shots.




When we only have $7 images, we can KO background & place on an environmental background to tell story about Summer activity.

DSW
DESIGNER SHOE WAREHOUSE®

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

WOMEN MEN KIDS BRANDS CLEARANCE

SOAK UP THE
FREEDOM

ON THE ROAD

SOAK UP THE
MEMORIES

DSW
DESIGNER SHOE WAREHOUSE®

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

WOMEN MEN KIDS BRANDS CLEARANCE

ALL FUN

& GAMES!

Supporting copy fun & games. All the fun, all the games.

SHOP BEFORE IT'S GONE

SOAK UP THE
MEMORIES

SHOP

PRETTY
FUN

FOR EVERY ADVENTURE

**SUMMER:** EMAIL

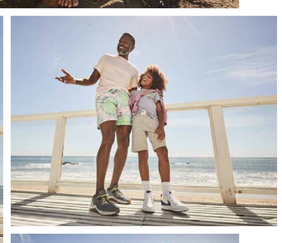
DSW
DESIGNER SHOE WAREHOUSE®

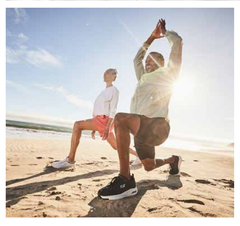
HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND $XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

BEACH DAY

FAMILY

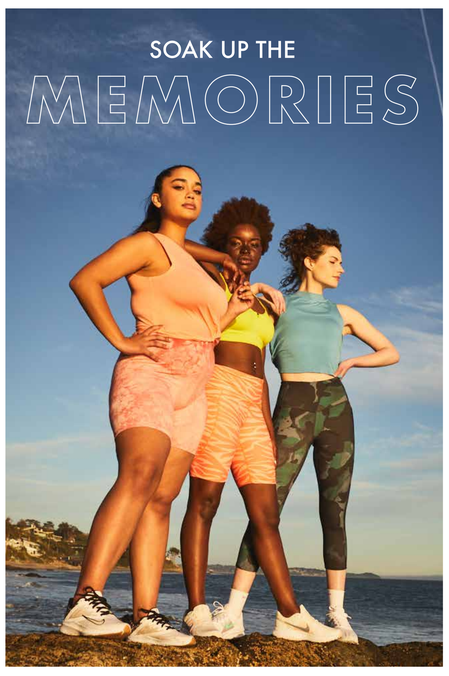




Supportive copy to tell the story. What are they doing? Show the shoes to do it in!

Stylename $XX.99

SOAK UP THE
MEMORIES



DSW
DESIGNER SHOE WAREHOUSE®

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

WOMEN MEN KIDS BRANDS CLEARANCE

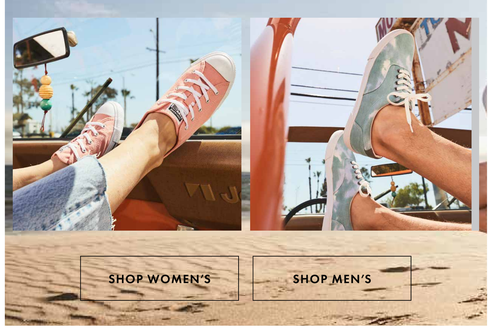
THIS WEEKEND ONLY THIS WEEKEND ONLY THIS WE

SNEAKERS
20% OFF

With code **XXXXXX.** Details & exclusions below.

KICKING UP OUR HEELS
$19.99 & UP

With code **XXXXXX**
Details & exclusions below.



SHOP WOMEN'S SHOP MEN'S

BEACH STYLES
OFF

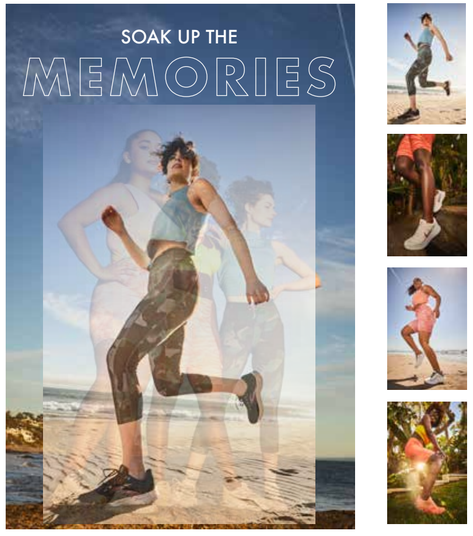
With code **XXXXXX** | Details & exclusions below.

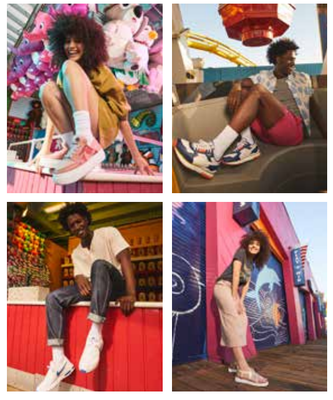
SHOP WOMEN'S SHOP MEN'S

# **SUMMER:** ANIMATION

## INFO TRANSITIONS IN

## HERO IMAGE




## IMAGE PROCESSING

## ASSORTMENT