

ESTILA



EMAIL PITCH TEMPLATES

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EMAIL PITCH TEMPLATE (NEW LAUNCH)

Dear... [always insert the right name of the recipient]

I'm the founder and creative director /artist of [insert name of your business].

I founded my brand [insert name of your business] in [insert year] to address [insert the problem]. I wanted to send you a few details about my story:

Unique brand: Our business delivers/challenges/inspires those who [insert the most powerful message / mission of your brand].

My background: [insert 2-3 sentences about you and how you have arrived at this point of your career].

New collection, product, launch, announcement: In this paragraph highlight the main promotional element of the pitch.

Our new collection is inspired by [insert what you want the reader to know about]. We designed it especially for [insert who your targeted audience is e.g. colour lovers, customers who love to receive memorable and meaningful ...].

Or, start with: Especially created for...who love to decorate/do/wear/collect, this collection of ... was inspired by....

Would you be interested in covering this in your publication? I'm happy to answer any questions you may have. In the meantime, please find below a **Dropbox link** which has the full press release and images.

Alternatively, we could arrange a phone call at your convenience. Thank you very much for time and hope to hear from you soon.

Best regards,
[your name + contact details in email signature]

ESTILA

EMAIL PITCH TEMPLATE (FOUNDER STORY)

Dear... [always insert the right name of the recipient]

I hope you're having a lovely week. I wanted to get in touch to offer you an interview with [insert your name], a founder and creative director/ artist of...[insert the name of your business here].

Based in [insert your location], [insert your business name here] is known for its [describe all the USPs of your business here]. Started in [insert year], the brand is on a mission to [insert your purpose, mission and vision here].

Often drawing inspiration from [insert here your source of inspiration], [insert your name here] products/designs feature [insert the key features of your products here]. Sold through our own online store as well as through a selection of curated retail stores/galleries, [insert your name here] uses her/his knowledge of [insert your skill or expertise here]. [insert your name or business name] has won multiple awards including

I'd love to hear if you'd be interested in interviewing [insert your name] about our latest work / product / collection?

Some examples of our collection/ design work / artwork can be found below and please find the press images and press release **here**.

Best regards,
[your name + contact details in email signature]

ESTILA

EMAIL PITCH TEMPLATE (EXPERTISE STORY)

Dear... [always insert the right name of the recipient]

I hope you are well.

I was wondering if you would be interested in an article/interview/comment from [insert your name], founder of independent lifestyle/fashion/homeware brand / artist [insert your business name] offering advice on [insert your expertise or topic suggestion here].

She/he started the business after [explain the reasons why you started your business here]. As a brand we are passionate about [insert your expertise focus or topic suggestion] because we've noticed that...[expand on the topic further with 2 sentences here].

Drawing on our own experiences [insert your name] can cover: [list 5 story angles all based around your suggested topic].

ABOUT [insert your name]

A short paragraph with your bio

[insert your name] started her /his career journey after graduating ...

If you would like an article/interview/comment from [insert your name], please do **get in touch**. If you are looking for an article, please let us know your preferred word count and deadline.

I look forward to hearing from you.

Best regards,

[your name + contact details in email signature]

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NOTES:

1. Email pitch – attach one low resolution lifestyle image of your product/collection and an image of the founder (for founder story and expertise pitching only) in your email.

Change 3rd person to 1st person where appropriate (for example, if you are pitching the story yourself instead of a person in your team).

2. Ensure that your press release includes all key ingredients – strong lifestyle image, what, when, how and why in the first two paragraphs, founder's quote, collection, products or project images with short descriptions including dimensions, price and other important information.
3. Once you have created the press release, export the file and save as PDF.
4. **FREE REVIEW** - Send us the PDF for a review and feedback.
Email to: editor@estila.co