

2020
BLACK FRIDAY

HOLIDAY LOOKBOOK



HAPPINESS AND JOY

A Black Friday & Cyber Monday Unlike Any Other

Black Friday and Cyber Monday sales records are shattered again each year and this year was no different. U.S. consumers were set to spend a record \$38.21 billion online during the five-day stretch from Thanksgiving to Cyber Monday.

Consumers once again craved deep discounts and door busting deals, but this year, in-store traffic was down 50% from last year which made digital engagement front and center.

The 2020 Best of Black Friday + Cyber Monday Look Book highlights a variety of executions across email, social and web/app that were trending this season.

HAPPY HOLIDAYS,
FindMine

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Holiday Calendar Events

Retailers put the finite number of days left in the year to use in their holiday campaigns, highlighting a series of special discount days and calling attention to product themes.

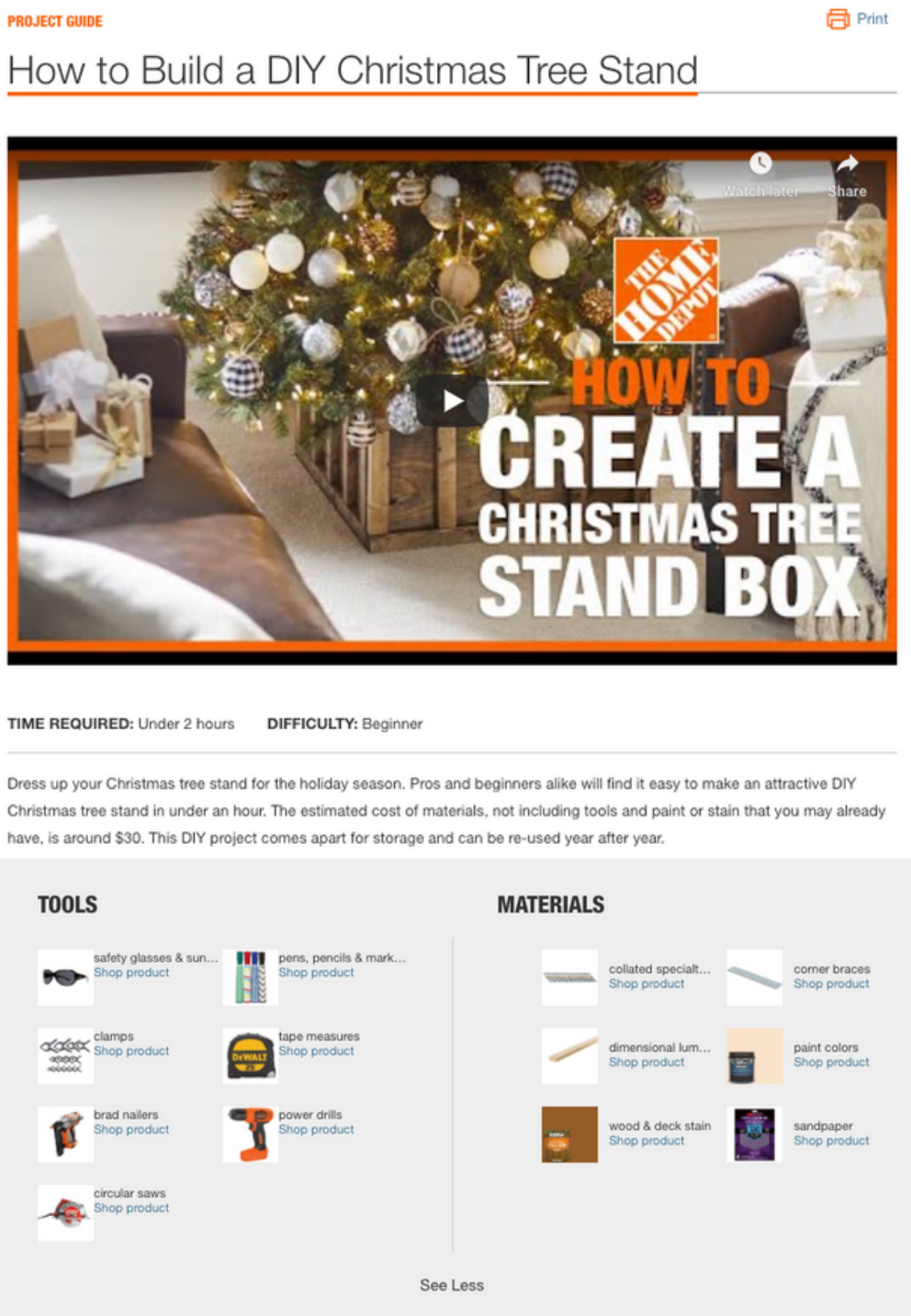
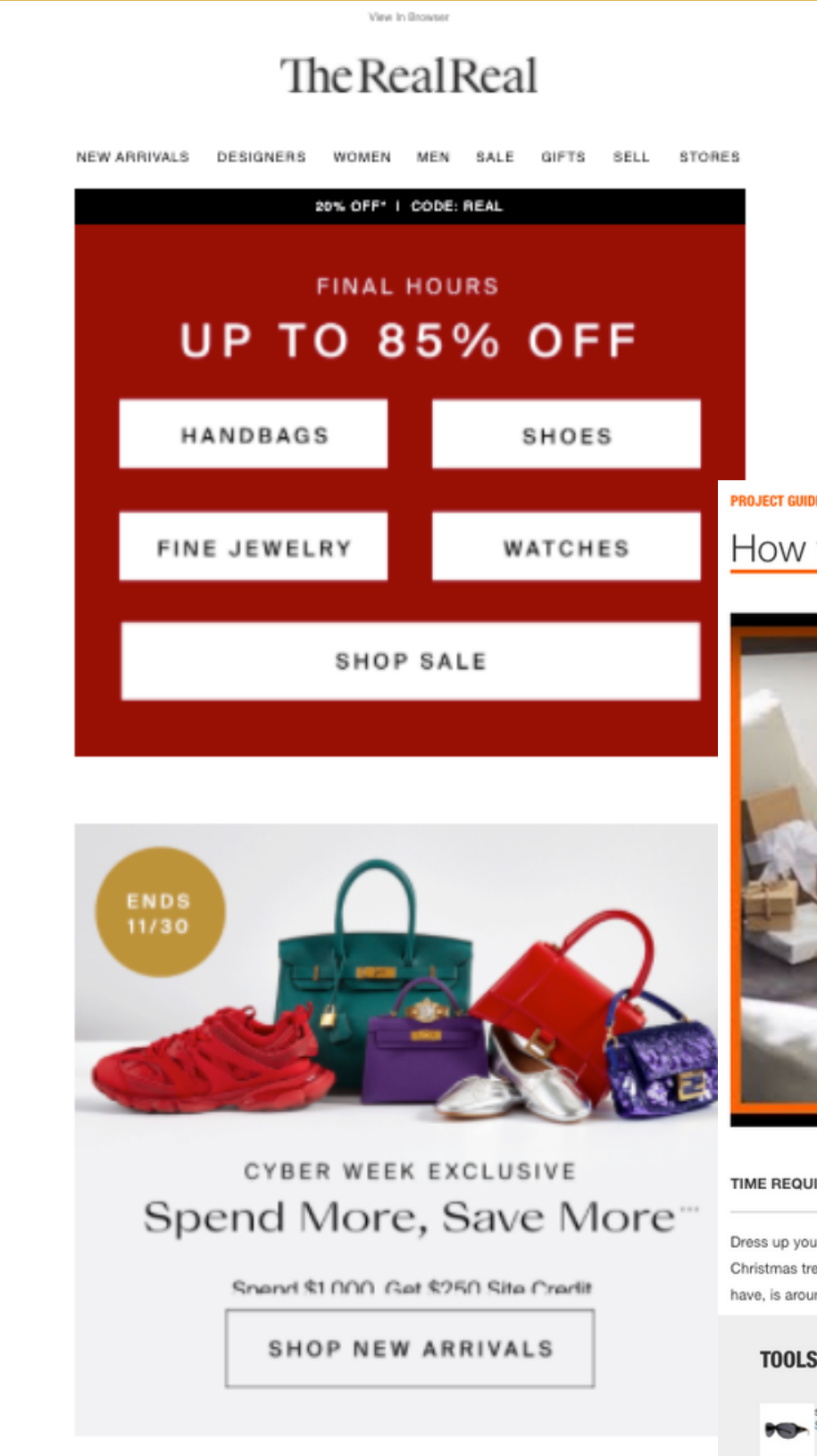
Walmart spread out its Black Friday savings this year from a single day event to three events through its “Black Friday Deals for Days” program. Each savings event began online on November 4 at Walmart.com and continued in Walmart stores until November 27.

Foot Locker introduced its "12 Days of Greatness" basketball-inspired holiday campaign. The release of capsule collections started Nov. 20 and will continue through Dec. 26.

Besides its exclusive assortment of apparel and accessories, Foot Locker will also be featuring shoe releases from Nike, Adidas, Puma, Reebok and other shoe brands.

Visit: [12 Days of Greatness Campaign](#)





Early Bird Savings

Black Friday sales have become tradition, but nothing quite like what we’ve seen in 2020. Amazon kicked off their Prime Day in October and other retailers followed suit with a variety of promotional themes including a series of Black Friday sales days, guaranteed lowest seasonal pricing, and extended return periods.

The Real Real’s third quarter earnings showed that over the last 12 months, active buyers increased 14 percent and a 9 percent quarter-over-quarter improvement. Even with strong performance numbers, The Real Real offered 80% pre-Black Friday deals and 85% discount for Cyber Monday.

Home DIY projects have surged this year with no sign of slowing down. Home Depot reported this month a 23% increase in third-quarter revenue over the same period last year. Home Depot's Black Friday sales this year started in early November and continue through the month of December, both in stores and online. Mobile app users got exclusive access and will be able to view those deals in November before the sale even starts online.



"Shipageddon"

Record high holiday shipping volume has added to the global pandemic resulting in higher shipping costs and longer delivery times for pretty much every retailer. E-commerce experts predict a “shipageddon” in the United States pushing retailers to close holiday delivery windows early and promote digital goods like gift cards earlier in December.

Retailers are notifying shoppers of cut off dates across channels. Abercrombie is using its online homepage to notify shoppers to place orders by 12/14 to receive them in time for Christmas. Currently, for most orders, it can take 4-9 business days for delivery.

Steve Madden is reminding shoppers with high impact visuals in their email marketing to customers.



BRIAN A., Style Advisor

“I believe you should always be dressed for the little moments in your life, whether that’s going to the gym, grabbing coffee, attending a wedding, or going on a walk with your dog.”

A creator of fashion moments, Brian styles for every part of your life. Taking the stress off you, he’s always ready with options and honest feedback so you only leave with what you love.

[TAKE OUR MATCHING QUIZ](#)

Style Advisors

Whether you’re looking for a full wardrobe refresh, wanting to know how to get more wear out of your basics, or just want a shopping companion, style advisors offer all these services and more. This Black Friday we saw many brands offering complimentary styling services both online and in-store.

Neiman Marcus promoted gift and style advisors across shopping channels. Shoppers simply take a quiz and within 24 hours a style advisor will text, DM, email, or call them back.

Rag + Bone offered Instant Chat to help locate a quick style and answer sizing questions. For more in-depth styling expertise, one-on-one sessions with dedicated stylists are also available.

FindMine Pro Tip
Style advisors introduce shoppers to products they may not discover on their own. Solutions such as FindMine's *Complete the Look* scale this expertise, reducing wait times for high quality styling and increase stylist efficiency by 90%.



**RBLIVE:
VIRTUAL STYLING**

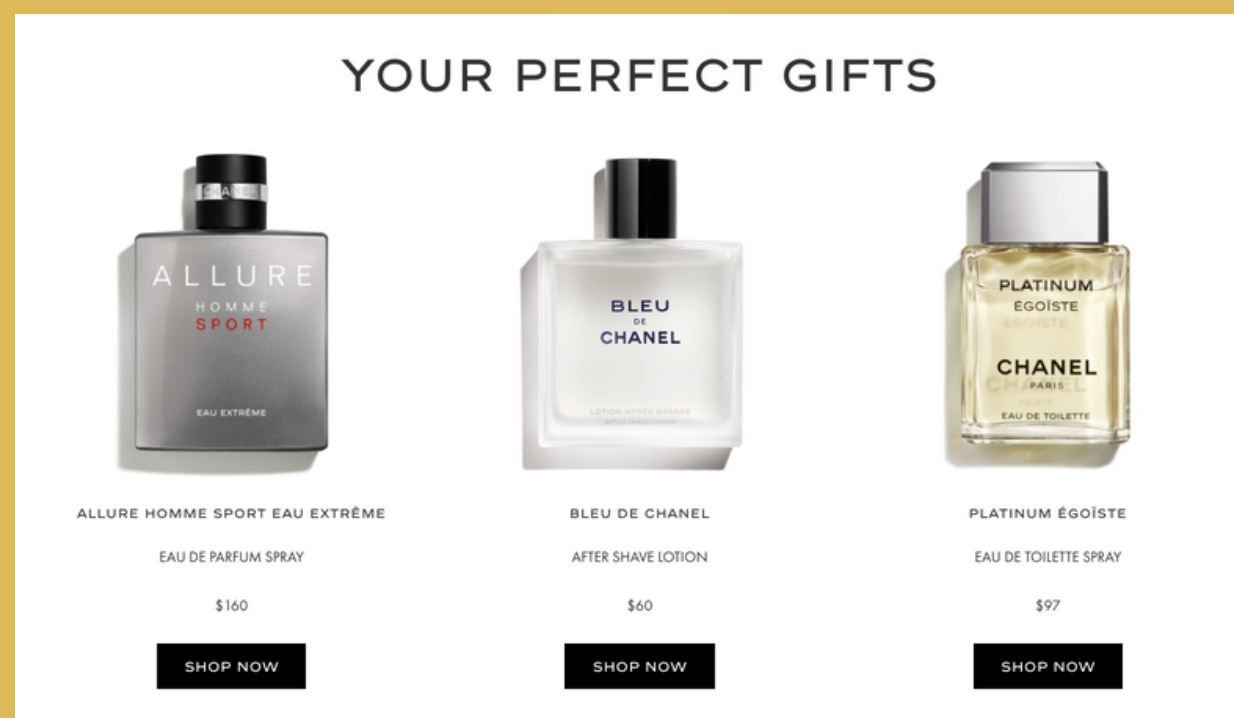
Looking for styling advice? Chat one-on-one or schedule an appointment with a rag & bone stylist to walk the through the collection to find your ideal pieces. Our team is here for you.

INSTANT CHAT

Looking for quick style, fit, and sizing advice?
Click the bottom right icon for instant help.

SCHEDULE AN APPOINTMENT

Looking for more in-depth styling expertise?
Book a one-one-session with a rag & bone styling professional whenever it works for you. Simply scroll down and select a day, time, and stylist.



Gift Finders

As many retailers adapt to new market dynamics, luxury brands have mostly kept their marketing and merchandising the same. We surveyed the top 10 luxury brands to find most are not offering deep discounts or promotions, in-line with previous years. Instead, they are leaning into their exclusive brand image through high-production editorial, gift guides and unique activations.

For this holiday season, Chanel introduced an online Gift Generator to help shoppers find the perfect gift in under one minute. Shoppers begin the experience by answering six questions ranging from the type of Budget, “Sky’s the Limit” or “Feet On The Ground”, relationship status “Close” or “Very Close”, and Age “18+” or “40+”. The Gift Generator recommends three Chanel products to choose from.

Visit: [Chanel Gift Generator](#)

Immersive Shopping

The goal of immersive retail experience is for customers to interact with products using interactive displays.

Inspired by the distinctive 'luminarie' of Puglia, Diors allows users to unveil the colorful magic of Dior seasonal wrapping.

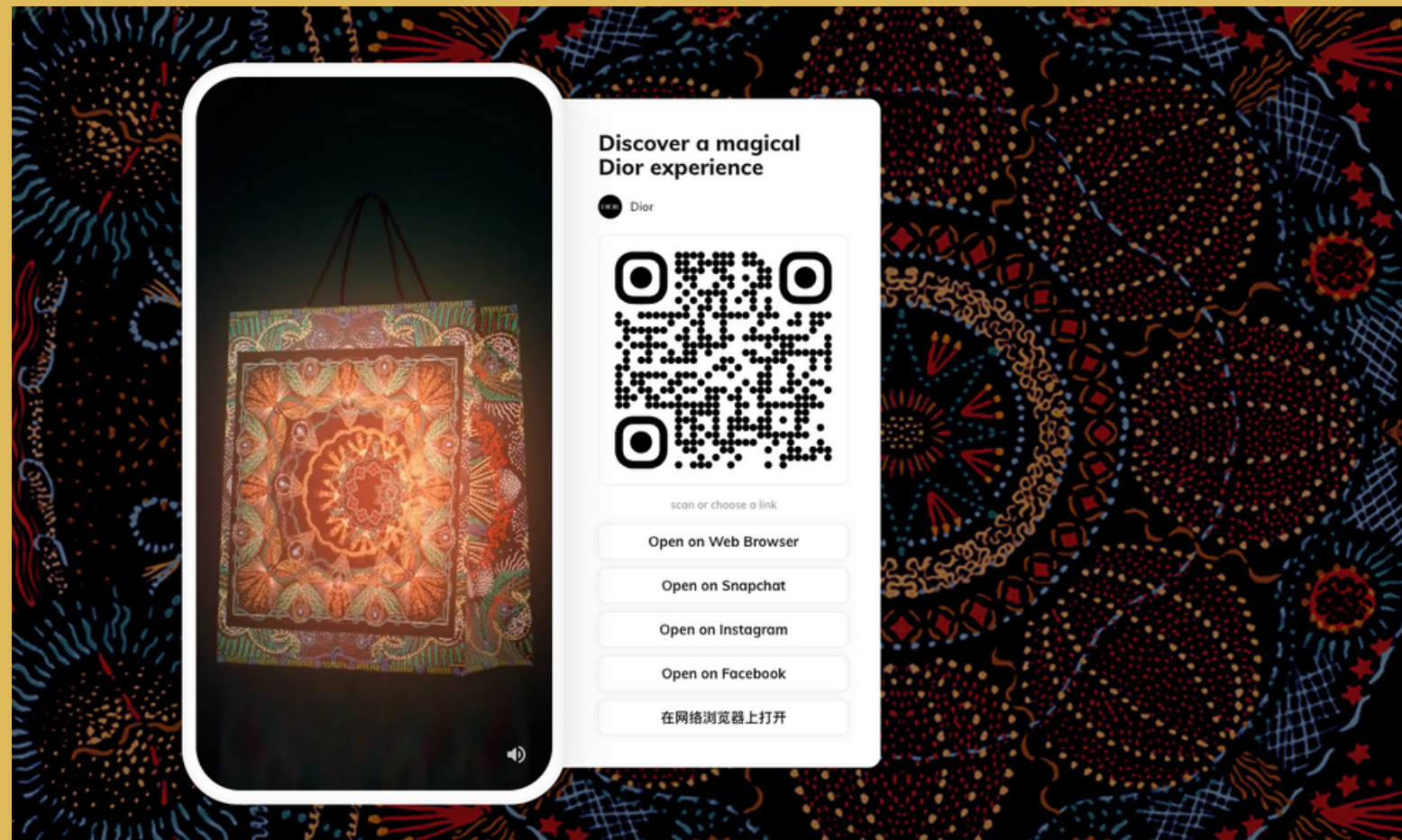
Using augmented reality and social networks, Dior introduced a dedicated photo/video filter for shoppers to experience in Snapchat, Instagram and Facebook apps.

Visit: [Dior's Magical Experience](#)

Apple has launched a new 'iPhone 12 Studio' experience that lets users mix and match color and material combinations of phones, cases, and wallets for their new line of iPhones.

Shoppers select an iPhone model, finish color, case, and wallet resulting in a downloadable exploded preview for sharing or ordering.

Visit: [Apple iPhone 12 Studio](#)



HOLIDAY
NEW
BEST-SELLERS
LIPS
FACE
EYES
BRUSHES
SKIN
INSPIRATION
VIRTUAL TRY-ON
STORES

VIRTUAL TRY-ON

HOLIDAY
LIPS
FOUNDATION
EYE SHADOWS
MASCARAS

TRY ON 800+ SHADES AT HOME NOW!

Meeting your next favourite eye or lip colour online has never been easier. Instantly swipe on 800+ shades with our new virtual try-on, using these three easy steps.

1. Choose a product and click "TRY IT ON" on the product page
2. Enable your live camera, upload a photo from your device or choose a model.
3. Scroll and click on swatches to instantly see any shade on you.

Still not sure what colour to choose? Check out our Lip Colour Finder or Eye Shadow Finder to compare shades and textures on different skin tones.

COMPARE LIP COLOURS or COMPARE EYE SHADOWS

★★★★★ (4)
NEW

VG26
LIPSTICK / VIVA GLAM 26

Fiery red, matte finish, limited edition

\$19.00

ADD TO BAG

TRY IT ON

★★★★★ (80)
NEW

DATE-MAKER
POWDER KISS LIQUID LIP COLOUR

Moisture-matte liquid lip colour, soft-focus/blurred colour, 10-hour weightless moisture

\$24.00

ADD TO BAG

TRY IT ON

OUR SHADES, YOUR LIPS.

Swipe on 100+ lip shades with our new virtual try-on.

Virtual Try-On

Augmented reality is not new in the world of beauty but when holiday foot traffic is down, it remains an effective strategy to delight and entice shoppers to engage with products suitable for looking glass AR.

Virtual try-on is a great alternative, especially in the midst of a global pandemic and impressive mobile camera advancements. Shoppers are able to interact with products they're interested in without having to enter a physical store.

An early pioneer of AR, Sephora boasts over 800+ shades available for at-home try on mobile or web browser.

Visit: [Sephora Virtual Artist](#)

FINDMINE®

2020 HOLIDAY LOOKBOOK

WORLD LAUNCH from Lancôme and More Beauty Deals [SHOP NOW](#) | [View email with images](#)

HSN TODAY'S SPECIAL SALE **HOT ITEMS**

BLACK FRIDAY
Weekend

She'll love these, (trust us).

FREE SHIPPING
and FlexPay
on everything!*

[Shop all deals](#)

*Exclusions apply. See offer for details.

Stella?
ALWAYS ETHICAL ALWAYS LOVED

Enjoy smooth shopping at checkout with Klarna

We've launched with Klarna to bring you more flexibility when you shop with us



New ways to pay at checkout.

Hi

We're excited to announce that we have launched with Klarna to bring you new ways to pay at checkout. It's a safe and simple way to get the things you love, when you want them.

WHITEHOUSEBLACKMARKET [Sign In](#) [Register](#) [Find a Store](#)

NEW! CLOTHING SWEATERS DRESSES SHOES + ACCESSORIES **HOLIDAY STYLE** PETITES SALE OUTLET [Q SEARCH](#)



INTRODUCING

WHBM + afterpay

The new easy way to shop—and it's interest-free.

Buy Now, Pay Later

Payment methods such as installment financing has exploded in popularity among retailers and consumers alike this year. Services such as Klarna, Affirm and Afterpay were the subject of many Black Friday marketing campaigns.

For shoppers using traditional credit cards, post-purchase special installment financing options are being offered by issuing banks such as Chase, American Express, and Goldman Sachs.

THE CITIZENRY

Social Impact

The \$130 Alpaca Throw Collection

What's New

Rugs

Pillows

Bedding

Throws & Blankets

Furniture

Baskets & Decor

Bath & Kitchen

PURPOSE OVER PROFITS

The Black Friday Fund

A BRIGHTER, MORE BEAUTIFUL FUTURE AHEAD



In Colombia, around 820,000 children are orphaned. Most have lost parents due violence in the region, while others are abandoned as a result of extreme poverty.



During the pandemic, orphaned and abandoned children have become more at risk for sex trafficking and violent crime without protection from local schools and communities.



Education has proven to be the most effective way to fight gender inequality and break poverty cycles. Yet, most at-risk children do not have access to education.

Philanthropic Shopping

The holidays are synonymous with philanthropy and supporting special causes. This year, retailers became more creative and targeted with their give-back programs.

The Citizenry is a brand whose mission is rooted in social impact. This Black Friday saw the launch of their “Black Friday Fund” with the goal to fund a school orchestra for 165 Girls in Colombia.

All Black Friday profits will be donated to the Santa Maria Foundation. This donation will fund a year of school operations- providing teachers, counselors, classroom supplies, and musical instruments.

We congratulate The Citizenry and their customers for reaching their goal on the Sunday following Black Friday.

Visit: [The Citizenry Black Friday Fund](#)



EXPRESS INSIDER

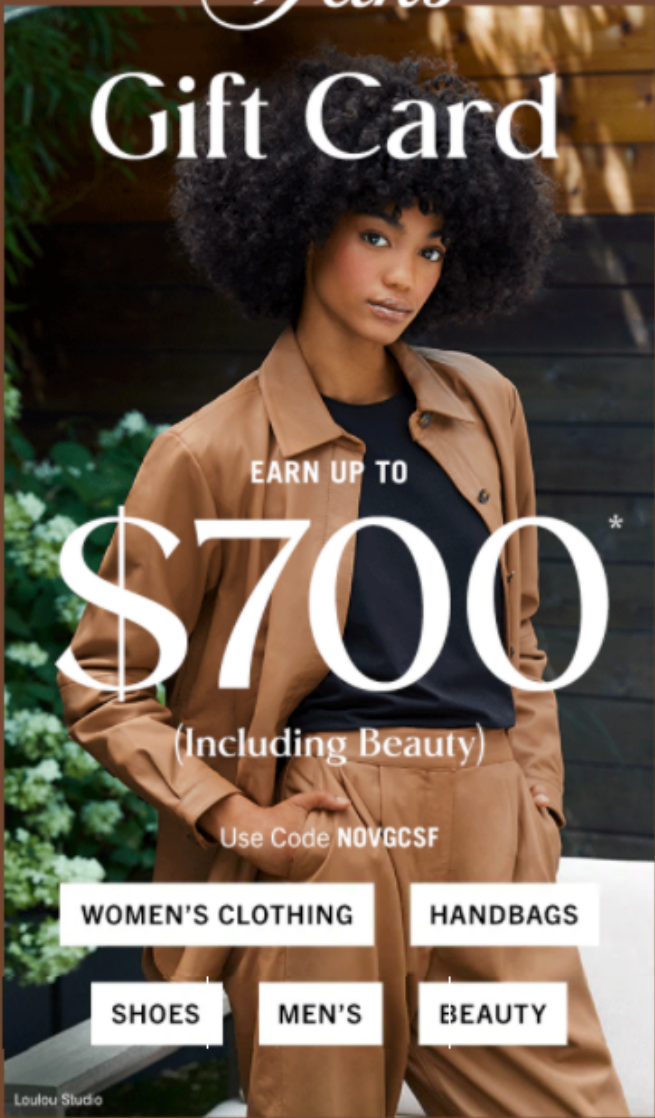
Buy a \$75 gift card, get a \$10 reward.*

[SIGN IN & SEND](#)

LAST DAY

Saks

Gift Card



EARN UP TO

\$700*

(Including Beauty)

Use Code **NOVGCSF**

WOMEN'S CLOTHING

HANDBAGS

SHOES

MEN'S

BEAUTY

Loulou Studio

SPEND	\$250	\$500	\$1000	\$2000	\$3000
EARN	\$35	\$75	\$150	\$450	\$700





Shop gift cards in-store
or on [CalvinKlein.com](#)

Gift Cards Are The New Gift

A combination of increased digital payment usage, growth in online shopping, and earlier than usual holiday shipping cutoffs, retailers have been heavily promoting gift cards in their activations this season.

While certainly not a new concept, gift cards eliminates all the guesswork of gift giving. Virtual gift cards, and gifting platforms such as Loop Commerce and SmartGift, helped last minute shoppers make sure their thoughtfulness is received on time.

Updated 11/25/20

Dear GameStop PowerUp Rewards Members,

This holiday season, online shopping and shipping volumes are expected to holiday-shipping cut-off date to be earlier this year due to the heavy volume

Just like you, we know how important it is to receive your purchases, we encourage you to shop GameStop culture merchandise you purchase arrives on time

To help make things more convenient for you, we

- **Shop in Easy Mode:** We've enhanced [www.g](http://www.gamestop.com) contactless shopping environment by access services. Learn more at www.gamestop.com/
- **FlexPay Packages:** We're making it easier for including the GameStop Credit Card; Layaway www.gamestop.com/flexpay to learn more about merchandise at once or over time.
- **Coordinating with FedEx:** We're working diligently to avoid as best as possible any delays. Our goal
- **PowerUp Rewards Member Communication:** times on when you can expect to receive your able to guarantee when your purchases will arrive we encounter any unexpected shipping delays

Regardless of how you want to shop at GameStop, visiting www.gamestop.com, our enhanced GameStop stores will be closed on Thanksgiving Day, but will

All of us at GameStop sincerely appreciate your business

Power to the Players,



George Sherman

Chief Executive Officer, GameStop

ITALIC

Thank you.

As we enter into the full swing of the holidays, I want to take a moment to share what we're doing this year for BFCM.

Our business model is predicated on offering the lowest possible prices all-year-round so our members can always purchase knowing that they are getting the best deal we can offer. This means that we do not do sales, and will only lower our prices if our own costs from our vendors change.

However, we recognize that 2020 has been an exceptionally difficult year for many, so we tried to come up with creative ideas to offer our early members something special while staying true to our pricing model. In a day full of promos and sales, we hope that you'll appreciate the new perks we've built with your membership this weekend.

With love from ours to yours,



Jeremy Cai
Founder & CEO

An Email From The CEO

Retail CEOs are signing their names to marketing emails in order to communicate their plans for this holiday season. The emails were used to encourage shoppers to order early this year, try new payment options, take advantage of membership incentives, and to convey safety measures being taken at the retailers' warehouses and stores.

GameStop's CEO, George Sherman, emailed GameStop's rewards members ahead of Black Friday. In his letter, he shared how the company has taken steps to ensure on-time delivery, safe and contactless shopping methods, flex-pay options, Fed-Ex coordination, and the temporary discontinuation of expedited shipping.

Italic's Founder and CEO, Jeremy Cai, surprised existing members with the ability to gift a free membership to a loved one. Additionally, for every purchase placed during Black Friday, Italic donated a meal through their Feeding America partnership and subsidized fast shipping.

THE EDIT

An inside look at the latest fashion & style inspiration



An Effortless & Elegant Holiday

Our top style tips and tricks to make it memorable.

[READ & SHOP NOW](#)



Pants to Swap Your Holiday Dresses For



What to Gift: The Handbag Personality Quiz

DOLCE & GABBANA

Free Shipping and Returns



THE GIFT GUIDE

Discover something special for everyone special.
Treat your loved ones with
this season's most covetable gifts.

GIFTS FOR HER

GIFTS FOR HIM

Editorial Fashion Guides

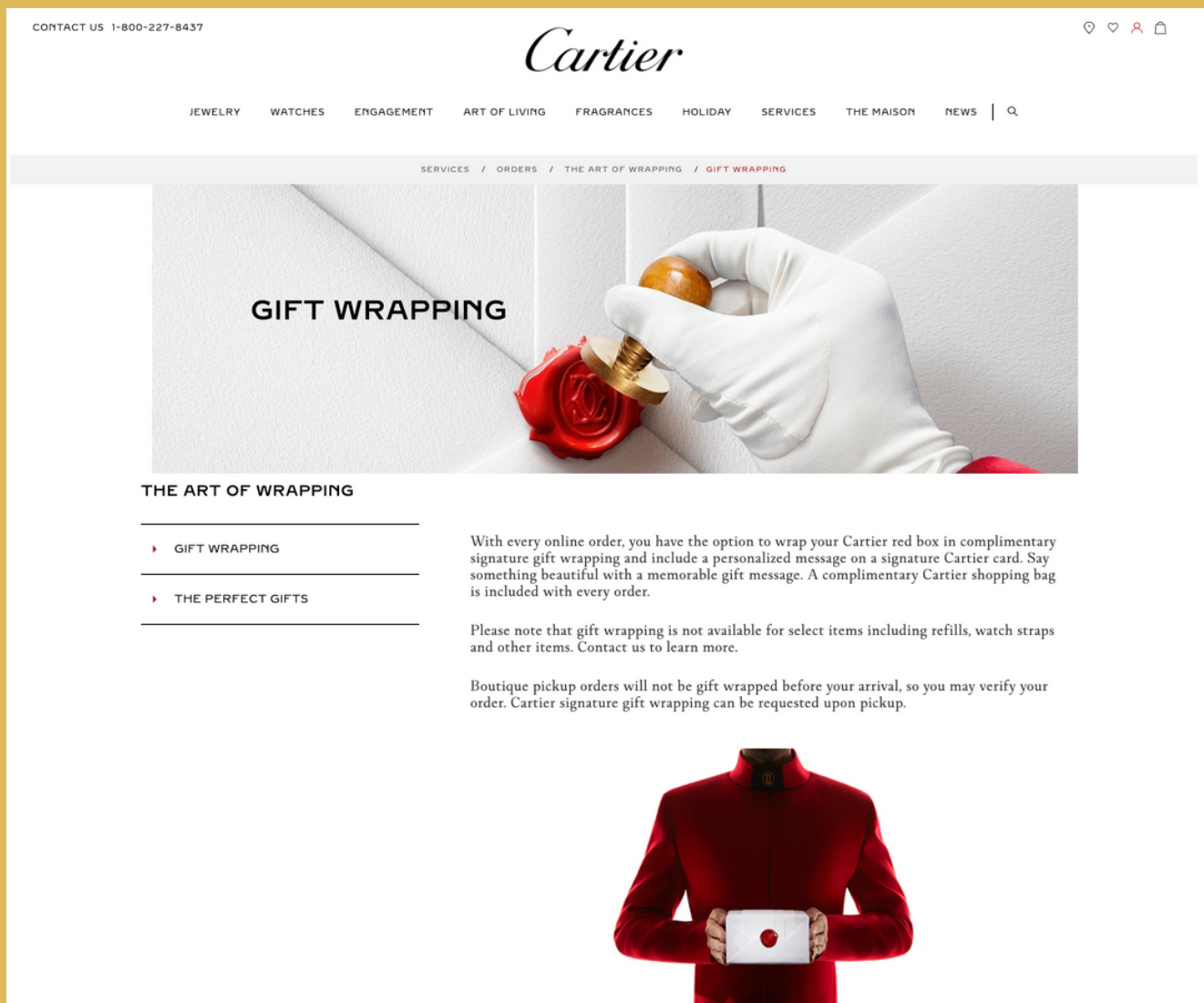
Fashion retailers such as Saks and brands like Dolce & Gabbana are inspiring and motivating online shoppers with striking editorial product curations.

"The Edit" from Saks curates looks from Holiday to Spring. Filled with a multitude of listicles, ranging from "What to Wear & Where This Season" to how to "Set a Stylish Table for the Holidays", online shoppers can easily find products for themselves or loved ones based on anticipated themes of the season.

In their email marketing, Dolce & Gabbana leaned in on their luxury aesthetic to elevate their highly-curated gift guide.

FindMine Pro Tip

Fashion guides are an excellent way to present products to shoppers, but they are resource intensive and have a short shelf life due to product availability and seasonality. FindMine *Complete the Look* can offer similar inspiration on content pages that are also based on themes while also making sure featured products are in-stock.

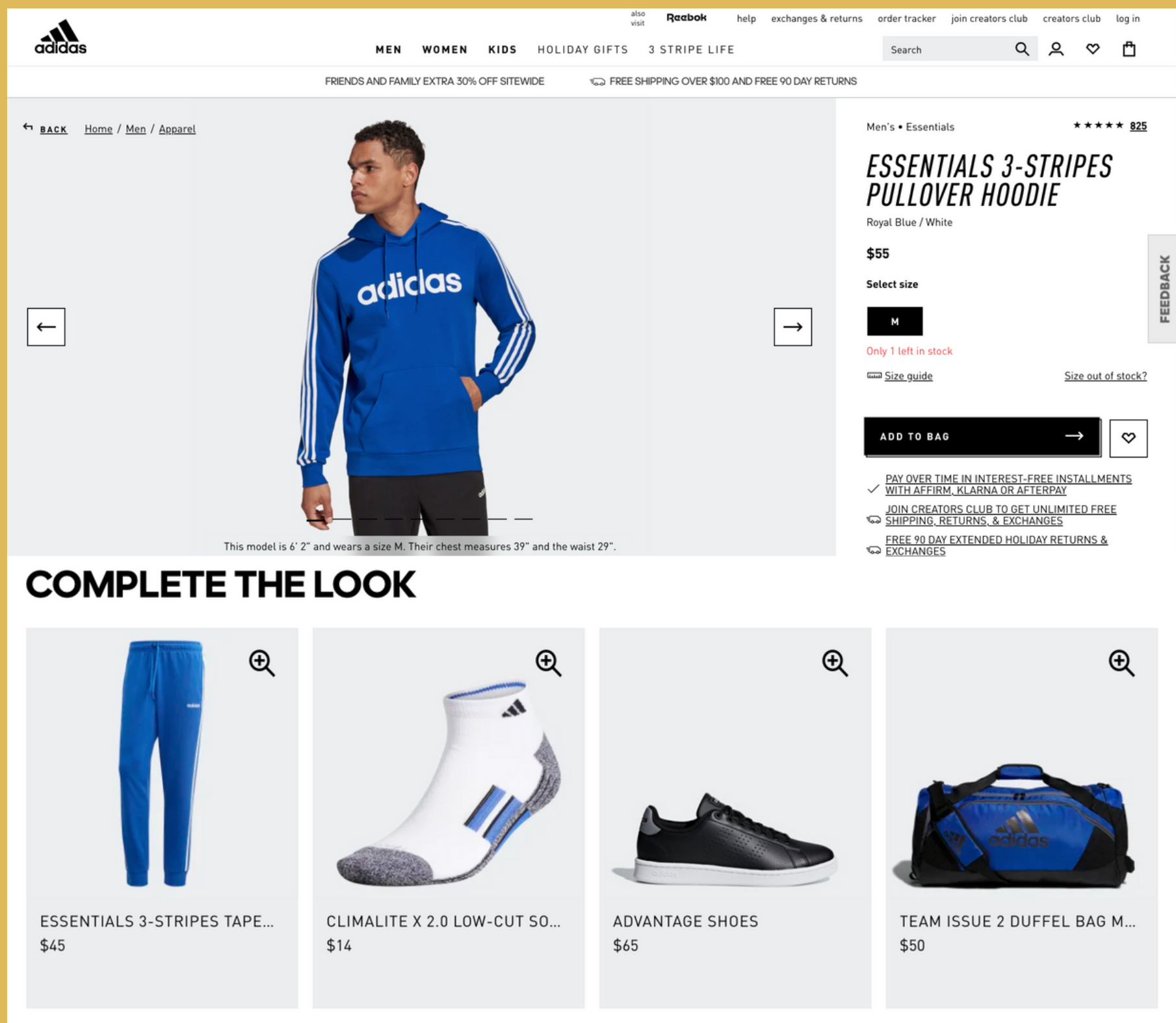


That's A Wrap

Brands used gift wrapping services in their Black Friday promotions, focused on themes such as eco-friendly packaging and premium wrapping presentation to help shoppers make a statement with their gifts.

Gucci introduced an all-new line of vintage-inspired green packaging, created to be completely recyclable. Taking the house's commitment to positive change even further, a single online-exclusive reusable Gucci canvas tote was included with all purchases.

With every online order, Cartier is offering customers the option to wrap their Cartier red box in complimentary signature gift wrapping service along with a personalized message on a signature Cartier card.



About FindMine

FindMine automates and scales content creation so that 95% of products come with guidance on how to *Complete the Look*. The platform creates Looks that are indistinguishable from ones handcrafted by a merchant.

Scale and respect your brand's style aesthetic while saving internal teams 99% of their time.

