

WOMEN'S COLLECTION

FASHION E-COMMERCE · KLAIVIYO

Lystre

The Email System

Three emails built on the same restraint as the store: structure, proportion and white space, so the inbox never competes with the clothes.



WELCOME FLOW

CART RECOVERY

CAMPAIGN

TEMPLATE SYSTEM

FLOW LOGIC

GET UP TO
5% GUARANTEED
CASHBACK & MANY MORE PERKS.
EVERY SINGLE TIME.

What's *inside*

The store was built so the interface never competes with the product. The email system is the same argument in a harder place: no hover, no scroll depth, no control over the client. Three emails, one template, and every decision removes something rather than adds it.

PROJECT	Lystré · Lifecycle email system
TYPE	Self-initiated concept
OUR ROLE	Email design, copy, template build
PLATFORM	Klaviyo · flows and campaigns
TYPEFACES	TT Ramillas · Cera Pro
YEAR	2026

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	The list is the asset, not the discount	
.....		
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.....		
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	What we build for fashion brands	

THREE RULES THE SYSTEM HOLDS

01	One template, three jobs	
	Header, hero, copy block, action, reassurance row, footer. A flow email and a campaign are the same blocks in a different order, so nothing is redrawn per send.	
02	No discount in email one	
	Neither the welcome nor the cart email carries a code. Discounting on first contact trains the list to wait, and it tells a luxury buyer the price was never real.	
03	Built to degrade, not to break	
	Tables, inline styles, and a serif and geometric-sans fallback stack. Custom faces do not load in Outlook or most of Gmail, so the system is specified to step down rather than collapse.	

The list is the *asset*

A welcome email is the only send where attention is guaranteed. Spending it on ten percent off is the most expensive discount a brand ever gives.

01 The perk, not a code

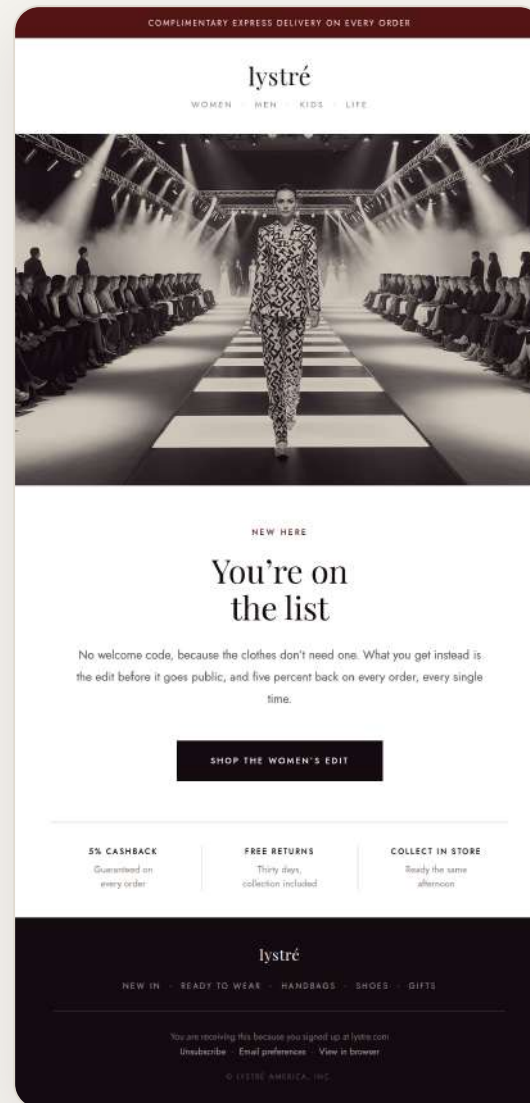
Five percent cashback is already the store's standing promise, so the email restates it instead of inventing an incentive that has to be honoured forever.

02 One action, nothing competing

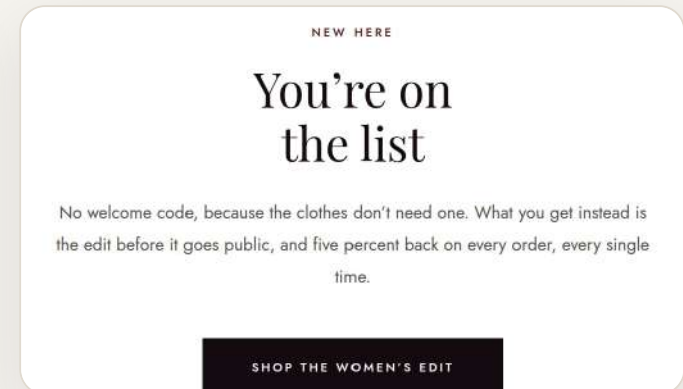
A single button. No secondary link, no category grid, no social row above the fold.

03 Three promises, then stop

Cashback, returns, collect in store. The three objections that keep a first-time luxury buyer from ordering, answered in one row.



Full email · 600px



Subject line: Welcome to Lystre

Preview text: The edit before it goes public, and five percent back. Every single time.

PLACEMENT IN THE FLOW

Email one, immediate. Email two at forty-eight hours carries the four departments. Email three at day five is the first and only product grid. Nothing in the sequence discounts.

TEMPLATE BLOCKS IN USE

- ANNOUNCEMENT BAR
- MASTHEAD
- HERO IMAGE
- COPY BLOCK
- PRODUCT MODULE
- ACTION
- REASSURANCE ROW
- FOOTER

Doubt, not *price*

Most fashion carts are abandoned over fit and availability, not cost. So the first recovery email answers those two and says nothing about money.

01 Stock state, stated

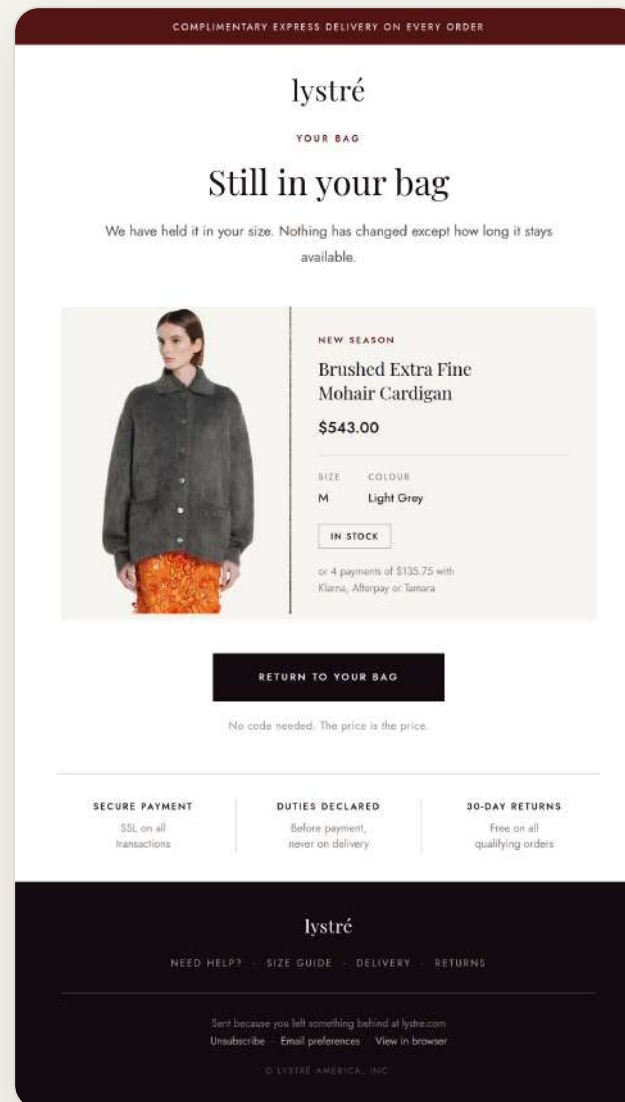
An in-stock marker on the item itself. The most common reason a full bag is never returned to is quiet uncertainty about whether it is still there.

02 Size and colour, carried through

Pulled from the bag, not re-asked. The email should read as the same session continued, not a new decision.

03 Duties declared before payment

The line costs a few conversions and saves every one of those customers from a surprise on delivery.



Full email · 600px



Subject line: Your bag is saved

Preview text: The mohair cardigan is still in stock, still in your size.

PLACEMENT IN THE FLOW

Four hours, then twenty-four, then seventy-two. No code in one or two. If an incentive is ever used it belongs in three, by which point the buyer has told you they need one.

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The wordmark as the *frame*

The campaign email borrows the one device the store already owns: type set over the models rather than above them. It only works because the serif is strong enough to hold an image alone.

01 Type baked into the hero

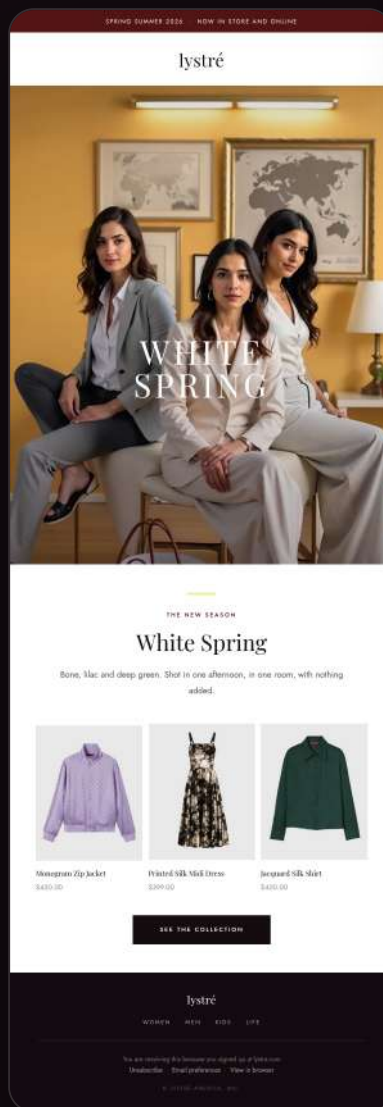
Overlaid text is set in the image, never in HTML over a background. Background images fail silently in Outlook, and a campaign that loses its headline has lost the send.

02 Mindaro earns its one use

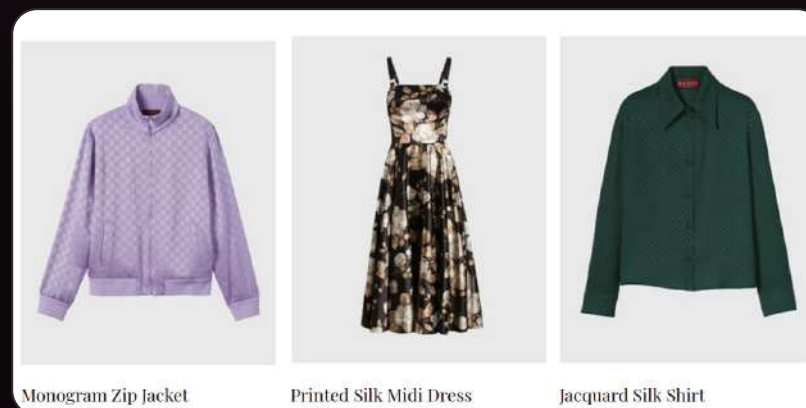
The acid green appears once, as a rule above the headline, and nowhere else in the system. Held back everywhere, it lands as an event when it arrives.

03 Name and price, nothing else

No swatches, no ratings, no badges on the tiles. A grid where every tile has a label is a grid where no label means anything.



Full email · 600px



Subject line: **White Spring**

Preview text: The new season in bone, lilac and deep green. Three looks.

SEGMENT

Engaged ninety days, women's browsers first. The same creative resends to the ninety-to-one-eighty segment four days later with a different subject line and nothing else changed.

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The store and the emails are one *system*

They share the same product data, the same photography and the same type. Built by one person, abandoned cart and product feeds simply work, instead of being wired up twice.

01 Shopify build

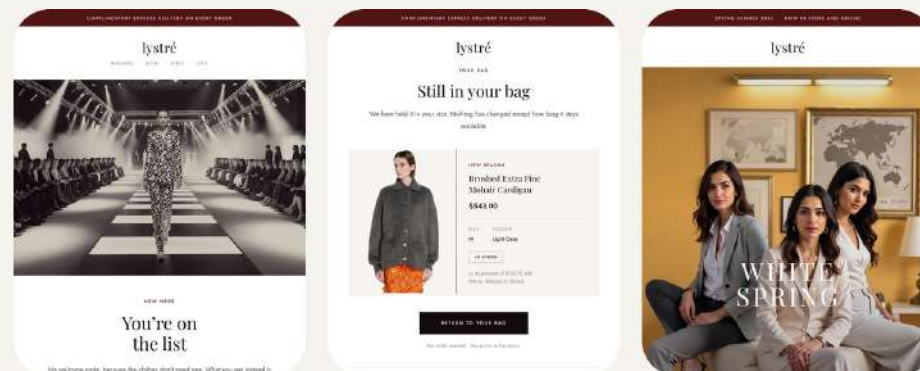
Theme architecture, listing, product page and checkout, designed as one system rather than a set of templates.

02 Klaviyo flows

Welcome, cart recovery, browse abandon, post-purchase and win-back. Built on one template, segmented from day one.

03 Campaign design

Sends that look like the store they lead to, on a calendar you can actually keep.



One template, three jobs · welcome, cart recovery, campaign

HOW IT STARTS

Send the store you have now, or a sentence about what you sell. We come back with what we would change and why, before anyone talks about a number.

hello@farvueglobal.com

@farvueglobal