

BABE LASH.®

*Voluwhizing
Mascara*

LAUNCH

the Reveal

The next must-have Babe Lash product is coming and it's
lash-changing! Are you ready for it? Trust us, you are...

PERSONA

**SHE'S SMART,
INFORMED &
KNOWS
EXACTLY
WHAT SHE
WANTS. IT'S
A MOOD.**

POTENTIAL HEADLINES

Swipe the hype!
Swipe it, Coat it, Love it!
For Lash Lovers Like You!
Are you ready for it?
Next up is...
Next up in the Babe Lash line up
Your Next Lash Obsession! *Wink wink
Up the volume!
Wanna Know a Secret?

POTENTIAL SUBJECT LINES

Tap to unwrap your next obsession!
New Babe Lash coming in hot!
New and just for you!
Unwrap your next lash obsession!
But first, new Babe Lash!

POTENTIAL CTA'S

Tap to Unwrap
Shop! Shop! Shop!
Stay Tuned
Get it, Babe!
Lash Out!



NORDSTROM

Women Men Shoes Handbags Accessories Beauty Designers Juniors Kids Sale

WHAT WE LOVE
RIGHT NOW

1

BREEZY DRESSES
INCLUDING STYLES BY FREE PEOPLE

SHOP NOW >



DOM 26 ABRIL
21 HS

SKA
MOWEEK
RUST
RUNWAY
IND

margo
BARIDON

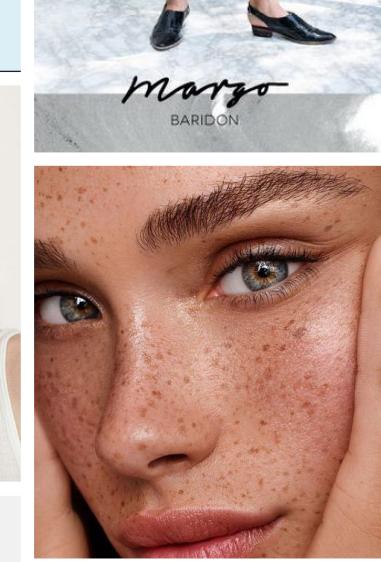
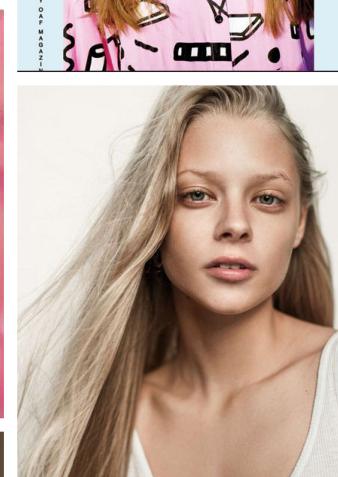


A LITTLE

BIT OF LACE

Throwback details bring your look full-circle.

SHOP CAMIS



Slip away

Sensual silhouettes with delicate details mix well with grown-up grunge accessories for an ode to the '90s.

SHOP SLIPS

NEW IN

FOR SUMMER

Animal print jumpsuits, throw-on slip dresses and candy-coloured sandals - the coolest pieces for easy summer dressing have landed.

SHOP NEW IN

MICHAEL KORS
COLLECTION

SHOP LOGO HERE

HOME NEW IN WOMEN KIDS BLOG

Your title here.

Phasellus dictum sapien a neque luctus cursus. Pellentesque sem dolor, fringilla et pharetra vitae, consequat vel lacus.

SHOP NOW

Your title here.

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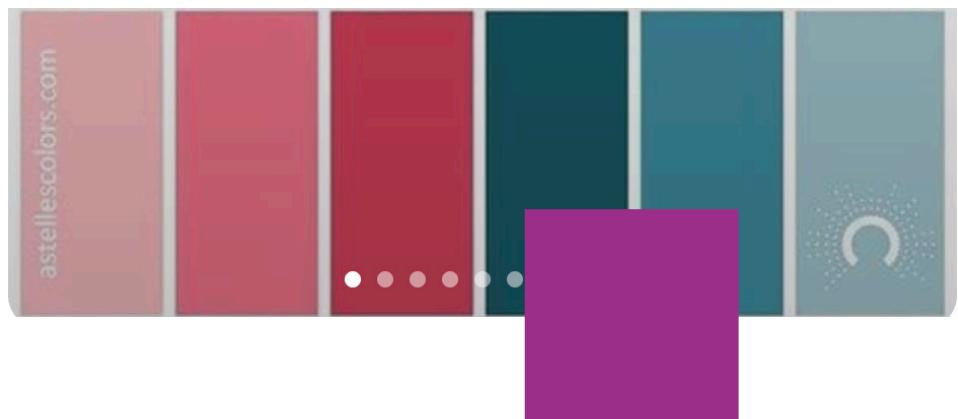
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SHOP NOW

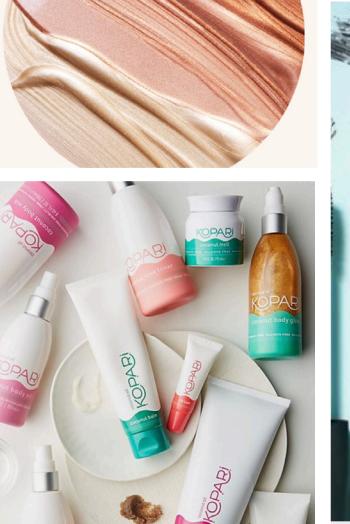
the
BETWEEN
SEASONS
sale

HANG IN THERE,
SPRING STARTS IN
JUST THREE WEEKS.

Wednesday Vibes
PROXIMA NOVA



Product Photography



Models

