

MAR1339 Boutiques February



50/50 Split

~~SL 1: (Personalization)(Direct)(Emoji) Spread~~ ❤️ [Fname,]With Thoughtful Valentine's Gifts

~~SL 2: (Direct)(Emoji) Valentine's Gifts Inside: Love for You & Yours~~ ❤️

SL 3: These Fragrances & Robes Make the Perfect Valentine's Gifts

SL 4: From Fragrances to Robes, Discover Valentine's Gift Ideas for Everyone 💖

PH: Use your points on beds, bedding, spa essentials, and more from your favorite hotel brands.

Notes: Default SL*

Theme: Love Yourself and Others - Create a romantic mood with Valentine's Day gifts

HERO:

Headline 1: A Valentine's Dream Come True / *With Gifts From The Ritz-Carlton Shops.*

Headline 2: A Collection of Gifts Curated by Cupid / *At The Ritz-Carlton Shops.*

Headline 3: Celebrate the Magic of Love / *With Charming Gifts From Your Favorite Trips.*

Copy: [Fname, make][Make] Valentine's Day (and every day) unforgettable with exclusive gifts from The Ritz-Carlton Shops and your other favorite hotel brands.

CTA: SHOP THE RITZ-CARLTON

URL:

https://www.ritzcarltonshops.com/index.aspx?utm_source=marriott-bonvoy-email&utm_medium=bonvoy-solo&utm_term=image-hero&utm_content=202402&utm_campaign=february-solo

REDEMPTION MODULE

Design Note: Pick up from previous design

RECENT STAY MODULE

Design Note: Pick up from previous design

SHOP MARRIOTT ONLY

Headline: For You[, Fname]

Thank you for your recent stay at [Property]. Browse our selection of amenities, [fragrances,] linens, and more — and don't forget to redeem your points.

CTA: SHOP MARRIOTT

URL: <https://www.shopmarriott.com/>

SECONDARY

Section Headline: Treat Your Loves to a Hotel-Inspired Haven

Section 1

Headline: Intoxicating Scents

Subhead: Leave a lasting impression with fresh fragrances.

[The Ritz-Carlton Candles](#)

SHOP THE RITZ-CARLTON

[EDITION Fragrance](#)

SHOP EDITION

[Caroline's Four Hundred Fragrance](#)

SHOP ST. REGIS

[White Tea Collection](#)

SHOP WESTIN

[LM002 Fragrance](#)

SHOP LE MERIDIEN

[Shiso Tea Fragrance Collection](#)

SHOP RENAISSANCE

Badge: SUBSCRIBE & SAVE

Points Banner: Shop EDITION Candle starting at 21,000 points. >>

URL:

https://www.shopedition.com/product.aspx?edition-hotel-candle&utm_source=marriott-bonvoy-email&utm_medium=bonvoy-solo&utm_term=text-link&utm_content=202402&utm_campaign=february-solo

Section 2

Headline: Self-Care Necessities

Subhead: Spoil someone; or yourself with a spa-like experience.

[Le Labo Bath Collection](#)

SHOP EDITION

[50 Central Park Bubble Bath](#)

SHOP THE RITZ-CARLTON

[Byredo Bath Collection](#)

SHOP THE LUXURY COLLECTION

[This Works Bath & Body](#)

SHOP MARRIOTT

Badge: SUBSCRIBE & SAVE

[White Tea Bath & Body](#)

SHOP WESTIN

[Alice+Co Bath & Body](#)

SHOP FAIRFIELD

Points Banner: Shop Westin White Tea Body Lotion at 6,000 points. >>

URL:

https://www.westinstore.com/product.aspx?body-lotion&utm_source=marriott-bonvoy-email&utm_medium=bonvoy-solo&utm_term=text-link&utm_content=202402&utm_campaign=february-solo

Section 3

Headline: Wrap Them in Love

Subhead: Inspire relaxing moments with cozy comforts.

[Pink Trim Hooded Robe](#)

SHOP W HOTELS

Badge: BESTSELLER

[Signature Robes](#)

SHOP THE RITZ-CARLTON

[Frette 1860 for St. Regis Robes](#)

SHOP ST. REGIS

[Microfiber Robe](#)

SHOP RENAISSANCE

[Spa-Inspired Robes](#)

SHOP WESTIN

[Marriott Robes](#)

SHOP MARRIOTT

Points Banner: Shop JW Marriott Velour Bathrobe at 30,000 points. >>

URL: Shop JW Marriott Velour Bathrobe at 30,000 points.

Section 4

Headline: Cozy Essentials

Subhead: Discover irresistible ways to help them unwind.

[Faux Fur Blankets](#)

SHOP EDITION

[Frette Sleep Mask](#)

SHOP ST. REGIS

[Accent Throws](#)

SHOP JW MARRIOTT

[Plush Throws](#)

SHOP MARRIOTT

[Velvet Slippers](#)

SHOP RENAISSANCE

[Herringbone Throw](#)

SHOP WESTIN

Badge: MEMBER FAVORITE

Points Banner: Shop Renaissance Velvet Slippers at 6,000 points. >>

URL:

https://www.collectrenaissance.com/product.aspx?velvet-slippers&utm_source=marriott-bonvoy-email&utm_medium=bonvoy-solo&utm_term=text-link&utm_content=202402&utm_campaign=february-solo

Section 5

Headline: Dreamy Beds and Bedding

Subhead: Elevate their sleep experience to new heights.

[Frette 1860 Linens](#)

SHOP ST. REGIS

~~**Badge:** ST. REGIS EXCLUSIVE~~

[Plush Featherbed](#)

SHOP W HOTELS

[The Ritz-Carlton Bed & Bedding](#)

SHOP THE RITZ-CARLTON

[Heavenly® Bed and Bedding](#)

SHOP WESTIN

[Diamond Down Blanket](#)

SHOP SHERATON

[The Marriott Pillow](#)

SHOP MARRIOTT

Badge: MEMBER FAVORITE

Points Banner: Shop The Marriott Pillow starting at 21,000 points. >>

URL:

https://www.shopmarriott.com/product.aspx?the-marriott-pillow&utm_source=marriott-bonvoy-email&utm_medium=bonvoy-solo&utm_term=text-link&utm_content=202302&utm_campaign=february-solo

Section 6

Headline: Thoughtful Favorites

Subhead: Discover something to make them feel appreciated.

[Artist Series Collection](#)

SHOP EDITION

[The Ritz-Carlton Canvas Tote](#)

SHOP THE RITZ-CARLTON

[Rare Curated Treasures](#)

SHOP THE LUXURY COLLECTION

[Bistro Wine Glasses](#)

SHOP COURTYARD

[Unexpected Discoveries](#)

SHOP RENAISSANCE

[Bourbon Essentials](#)

SHOP MARRIOTT

Badge: BESTSELLER

Points Banner: Shop Courtyard Signature Apron at 20,000 points. >>

URL:

https://www.shopcourtyard.com/product.aspx?signature-apron&utm_source=marriott-bonvoy-email&utm_medium=bonvoy-solo&utm_term=text-link&utm_content=202302&utm_campaign=february-solo

NEW MODULE

Headline: Shop All of Our Brands

Copy: Bring travel home with exquisite comforts from your favorite hotels.

CTA: EXPLORE MARRIOTT BONVOY BOUTIQUES

URL: <https://www.boutiques.marriottbonvoy.com/>

MBB PROOF POINTS

Headline: Why Shop Marriott Bonvoy® Boutiques?

- **Durability and Quality**

Our products undergo rigorous and consistent use in our hotels, ensuring longevity in your home.

- **Trusted Reputation**

For 60+ years, we've delivered unrivaled accommodations to over one million nightly guests can depend on.

- **Members Get More**

Earn up to 6x points when using a Marriott Bonvoy Credit Card and 10K points on mattress purchases. Get the most out of your points. Use them at all of our boutiques.