<u>IMPORTANT INFORMATION</u>: Before reading this piece of copy, please consider that this is a piece of spec work which means that it was not actually used as a form of marketing by the company to sell its products. I was not paid for this piece of copy at all and the company has no involvement in the creation of this piece. Thank you for your time and consideration.

**Subject Line**: Your future appearance wows

Imagine this,

You are walking into a restaurant and watching people look at you in **awe**. You're the man that everyone watching wants to be.

They want to look like a boss.

They want to look handsome and wear your style.

They want to look like you.

The winter itself can't win over you because you are wrapped in pure warmth.

While other people are <u>catching colds in their mediocre style</u>, you're catching the eyes of your bypassers who question, "**Wow, who is that guy?**"

This (and more) just became possible with the introduction of Express's **new** Sweater Weather collection.

With a collection that ranges from <u>turtlenecks</u> to <u>sweater polos</u>, you can get a sweater that keeps you warm, snug, and classy.

## And here's the best part...

They can not only come in different colors but can be woven in different patterns with a style that best suits you

You can get **personalized** sweaters made with a variety of **our finest** materials such as premium cotton and top-grade merino wool

Do yourself a favor and look like a boss with cozy, trendy, and warm sweaters.

Stay warm, Express