

1. America's MOST wanted shoes are back for a **limited** time only, get your hands on them before supply runs out!
2. The number ONE shoe is back on sale, and while it lasts get 25% off before supply runs out! Sale ends in 2 days!
3. Getting your hands on the world's favorite shoe only has limited opportunity, and time is running out quickly!
4. Sturdy, fashionable, BOLD... America's quickest selling shoe is almost out of stock! Get yours while there's still time!
5. The most fashionable and reasonably priced shoe is back for a limited time, don't miss your opportunity to show off in style while the opportunity lasts!
6. "I can't believe everlanes shoes are back on sale" - But not for long, supplies are limited and running out fast!!
7. Get your hands on our high quality, and super comfortable shoes before we run out!
8. Do you find your feet hurting after a long day? Do your shoes leave red marks and prevent you from moving your feet? Our MOST comfortable shoes will leave you astonished with our new insoul technology, but, we are almost out of stock so hurry up before it's too late!
9. Need shoes appropriate for ANY occasion? With maximum comfort and style? On your first purchase of all pairs of our shoes you will save 15% when you order, this offer ends in just **two** days!
10. Looking for a reason to treat yourself? Everlane has just restocked your favorite shoes at a discounted price. Don't wait, this offer won't last long.
11. You don't need approval to improve your style! You don't have to wait either! Everlane JUST restocked it's most popular shoe with a huge discount! Get your hands on a pair while you can!
12. Hurry quick! Everlane just restocked their most popular shoe at an ALL TIME low price! What are you waiting for? They won't last long!
13. Sports events, weddings, or even a night out, Everlanes restock sale has got you covered, only for a limited time at a super high discount! Don't wait, chose Everlane!

14. When you think of the perfect shoe, you should think of Everlane, with our variety of newly stocked shoes, we have you covered for the occasion! But our supplies are running SHORT, get your pair today and save %30!
15. Can't find that "sexy" pair of shoes you've been scrambling your wardrobe for? Well, we got you covered in our ultimate restock sale! Buy your first pair with 45% off and get your second pair for half the price! Supplies are limited, deals end on the 13th!
16. Act now while supplies are limited! Everlanes restock sale is giving out shoes for an ultimate low price of 50% off or more! Buy now and get yourself a treat!
17. Get your hands on the most fashionable shoe in America! And for the first time, buy at an all time low price with our restock sale and save yourself up to 40% off every pair purchased! Hurry while supplies last!
18. Want to impress the lady friends while out for coffee or going to the bar? Pick up these sexy and fashionable Everlane Heels and save 75% when you order right now!
19. Can't wait to shop for the summer? Neither can we! Get at our restock sale and complete your wardrobe for the warm weather while saving 25% off when you order today!
20. You can NEVER have enough shoes! But overpricing is always a bug, thankfully Everlane is holding an ultimate restock sale with discounts up to 75% off! But only for a limited time!
21. You can't find the style of shoe you want, and we got your back! Check out our restock sales and find your style right now with huge discounts on our stock!
22. Step up your fashion game with Everlanes restock sale! Get unique style shoes with once in a lifetime discount offers!
23. Stepping forward, stepping up, stepping into the shoes of your dreams with Everlanes super restock sale with LIMITED time discount deals!

24. Show off your boldness with confidence when you buy your new favorite pair of shoes from Everlanes Restock Sale, with tremendous discounts for today and tomorrow ONLY!
25. Looking for a jaw dropping fashion statement? We are too! Check out Everlanes restock sale for your ultimate blend of beauty and comfort at an affordable price!
26. Don't miss out on the opportunity for your fashion game to stand out! Everlanes got you covered in their upcoming restock sell, and discount deals of a lifetime!
27. Turn heads when you walk into the room wearing Everlanes restock sale shoes bought at an ultra low price!
28. Looking for a new style? Look no further, choose from Everlanes selection of restock sale shoes to find a new pair you love for a price you love too!
29. Never had shoes that felt truly YOU? We have the shoe you're looking for that screams "this is me"! Get them at a super low price during our current restock sale event!
30. Finding that new and unique, exciting shoe can be quite the task, luckily you found Everlane! With the most unique and stylish shoe, you can get them at an ultra low discount during our awesome Restocking Sale!!
31. Tired of seeing the same shoe everywhere you shop? Try out Everlanes NEW Restock Sale! With unique and fashionable shoes at a high discount, you'll never shop anywhere else for shoes again!!!
32. Times are changing and so is fashion? Will you? Get in the game with modern fashion through Everlane during this ultimate restock sale!
33. Mix, match, and conquer during Everlanes Super Restock Sale! Buy now at super discounts of 60% and even higher!
34. Bigger and better deals, for higher quality and better looking shoes to match you! Act fast as our Restock Sale will only last for a short period of time!!

35. Looking to complete your spring/summer time outfits? Compliment them with our newly high fashioned shoes during our Restock Sale with the lowest prices of all time!
36. Whether your style is Modern or Traditional, we got your back with shoes of all different styles! And for a limited time you can get them at a super high discount during our spring time restock sale!
37. Compliment your clothes and your personality with a fresh pair of Everlane shoes! While supplies last during our spring restock sale, you can purchase with up to an astounding 75% discount too!
38. Dominate the summer time game with your brand new shoes from Everlane! With great deals during our restock sale and even greater style! You'll be striding in confidence all summer long!
39. Stop getting shoes that fall apart in a month! Turn your desires towards real quality and fashion! During our restock sale get one pair for 50% off and another pair free for a limited time only!
40. Can't beat the heat? Try our Everlanes open toe sandals for 75% off during our one time restock sale for the summer!

PAS Framework email on next page

PAS Framework Email

Subject Line: You are walking on killers!

From the insole, to the material, to the laces... None of what you put on your feet is as quality as it should be.

Your feet deserve the highest level of care.you use them more than anything!

Why continue to neglect and put them through all the work without any bit of support?

You could become flat footed, you could get shin splints, and much worse if you DON'T take care of your feet! Do you really want that?

Give your feet the proper care and quality they deserve for all the hard work that gets done with them!

Get the highest quality shoe in the United States for an extremely discounted price during our limited time restock sale!

[Your feet deserve much more](#)

Wishing you happy feet!

Everlane

HSO Framework on next page

HSO Framework Email

Subject Line: These New Shoes Saved My Life!

My biggest struggle has always been massive pain in the bottom of my feet throughout the day! I've tried millions of insoles or so it feels like!

So many brands have promised "ultimate comfort" and "max durability" but to no surprise, nothing good ever came from it...

After years of trying to find "thee" shoe brand, and at my lowest with this issue. I turned to my son and asked if he knew any solutions, that is when he pointed me to the internet!

I started doing some digging, asking around on social media, and looking through google for some answers. And that's when I found Everlane!

Not only did Everlane have a supply of shoes that were comfortable and very supportive to my feet, but also had a lot of trendy styles that caught my eye! I was super excited when I found out how regularly they do massive sales too!

You need to check out Everlane if you're looking for TRUE supportive footwear, it's my promise to you. it will change your life forever!

Get going, they have a sale going on now too for a limited time! Get the support and style you want but haven't been able to find!

[Everlane.com](https://www.everlane.com) the best quality for the best price!

DIC Format on next page

DIC Format Email

Subject Line: STOP WEARING THOSE HORRIBLE SHOES!

The shoes you're wearing right now are hurting you more than helping!

Don't you want what's best for your body? For your feet especially!

Do you want to get rid of the constant foot pain and aches?

Or are you going to continue to just "live with it"?

Stop...

The solution to all your footwear problems comes to an end today.

If you truly value the quality of your foot support and bodily health, then you HAVE to try Everlane's footwear.

Not only are they high quality, they are fashionable, and have ultimate foot support to keep you and your feet going for longer and happier!

Don't put off your health any longer.

[Try Everlanes Footwear today!](#)

Wishing the best, always!

Everlane

P.S. If you shop now you can save up to 35% on your first pair and 20% on your second when you purchase before the end of the week, this offer will not last much longer!