



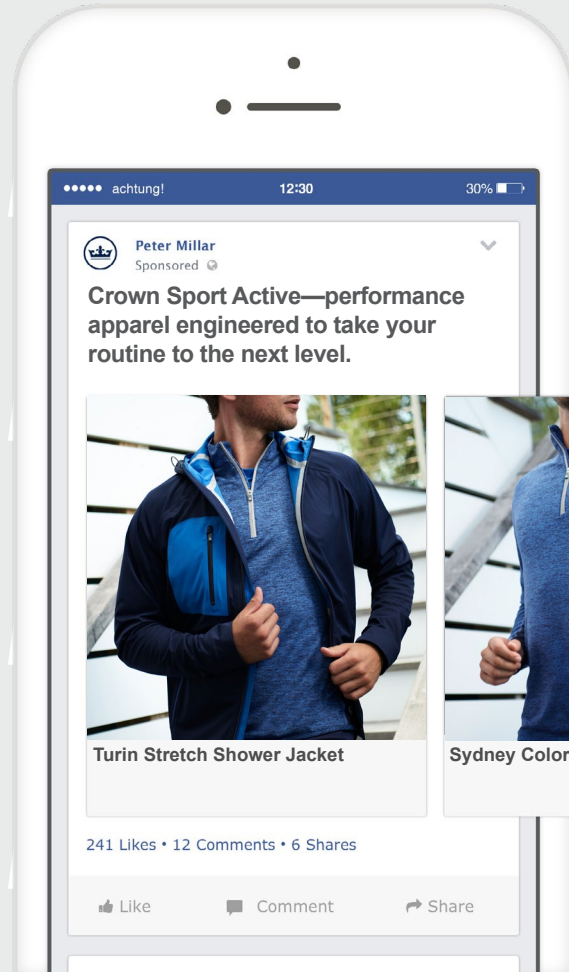
creative assets

February 2019 Content Campaign

asset review

— — —

Active - Paid



Collection New Arrivals - Paid

 **Peter Millar**
Sponsored · 

Peter Millar Collection Spring 2019—discover a new season of menswear refined for leisure time or formal occasions.



Peter Millar Collection
Explore spring styles

[Learn More](#)

www.PETERMILLAR.com

 12

 Like |  Comment |  Share



Crown New Arrivals - Paid

ROUGH DRAFT

**Peter Millar**
Sponsored · 



Discover new spring 2019 Crown apparel—menswear styles featuring fresh aesthetics and sophisticated silhouettes.



New Arrivals | Spring 2019
Explore new styles

[Learn More](#)

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 Like |  Comment |  Share



Crown Sport New Arrivals - Paid

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

**Peter Millar**
Sponsored · 



See what's new in Crown Sport this season and experience the game's most innovative golf apparel on your next round.

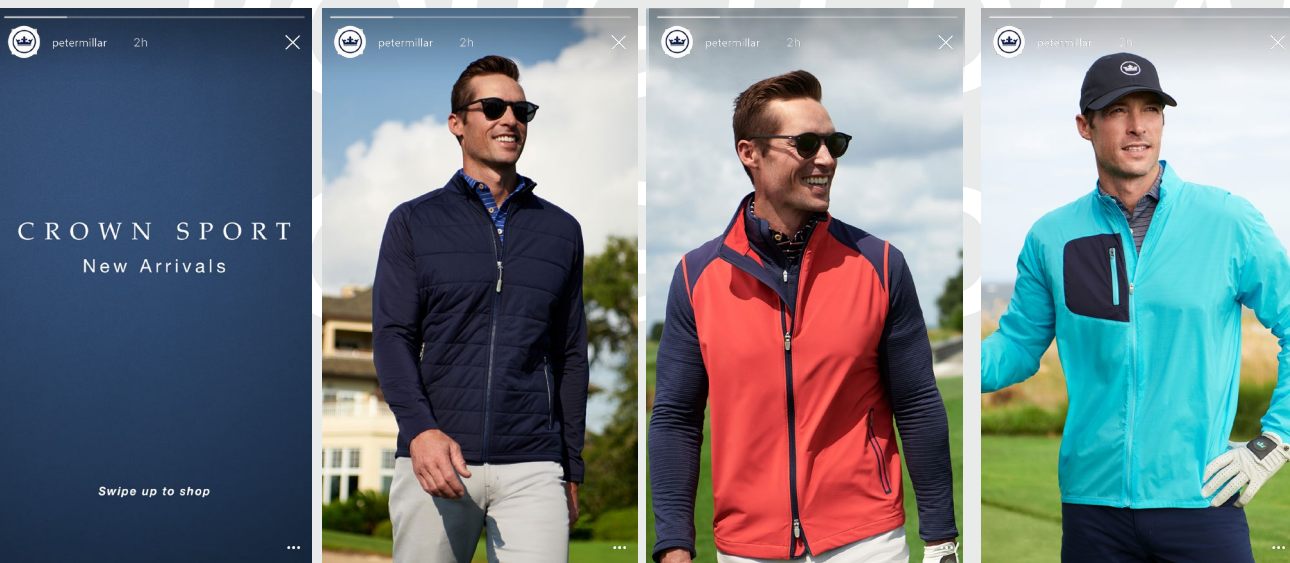


Crown Sport
Discover new golf apparel

[Learn More](#)

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February Creative Content

Excursionist Flex Series - Sweaters - Paid

**Peter Millar**
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Redefine what's expected in a luxury sweater with the Excursionist Flex series—elevated silhouettes constructed with 360-degree natural stretch.



Excursionist Flex Sweaters
Explore the series

[Learn More](#)

www.PETERMILLAR.com

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 Like

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Excursionist Flex SWEATERS

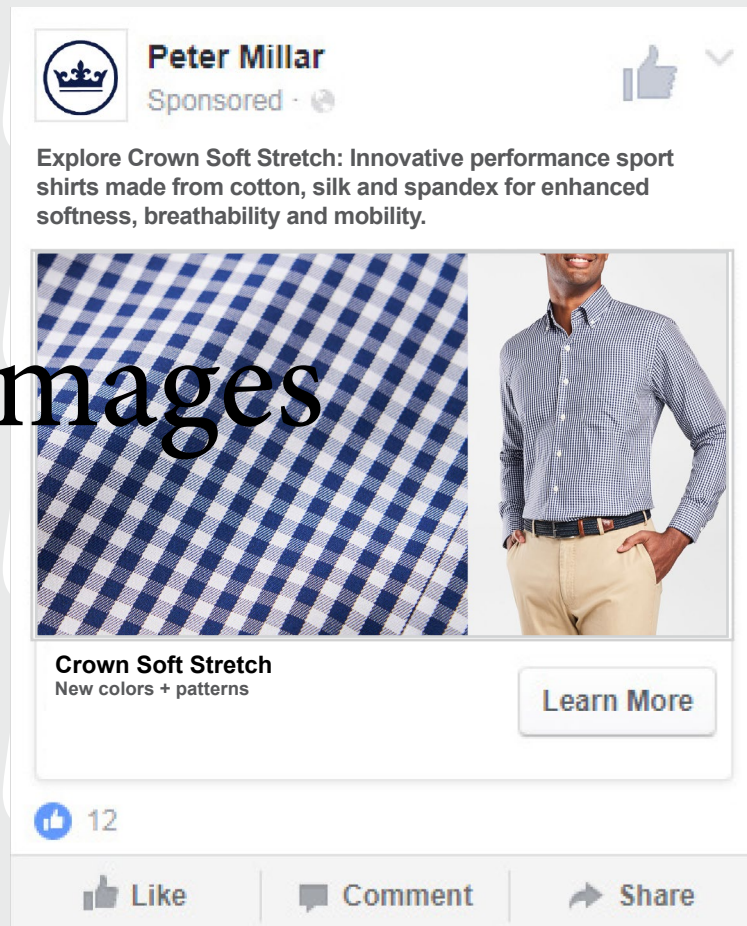
Expertly crafted in Italy from the finest merino wool-blend yarns, these sweaters offer four-way stretch with shape retention for ultimate comfort and durability.



[SHOP NOW](#)



Swap Images



A screenshot of a Facebook post from Peter Millar. The post features a blue and white checkered shirt and a man wearing a blue and white checkered shirt. The text of the post reads: "Explore Crown Soft Stretch: Innovative performance sport shirts made from cotton, silk and spandex for enhanced softness, breathability and mobility." Below the images, it says "Crown Soft Stretch New colors + patterns" and includes a "Learn More" button. The post has 12 likes and options to Like, Comment, and Share.

Peter Millar
Sponsored · 🌐

Explore Crown Soft Stretch: Innovative performance sport shirts made from cotton, silk and spandex for enhanced softness, breathability and mobility.

Crown Soft Stretch
New colors + patterns

[Learn More](#)

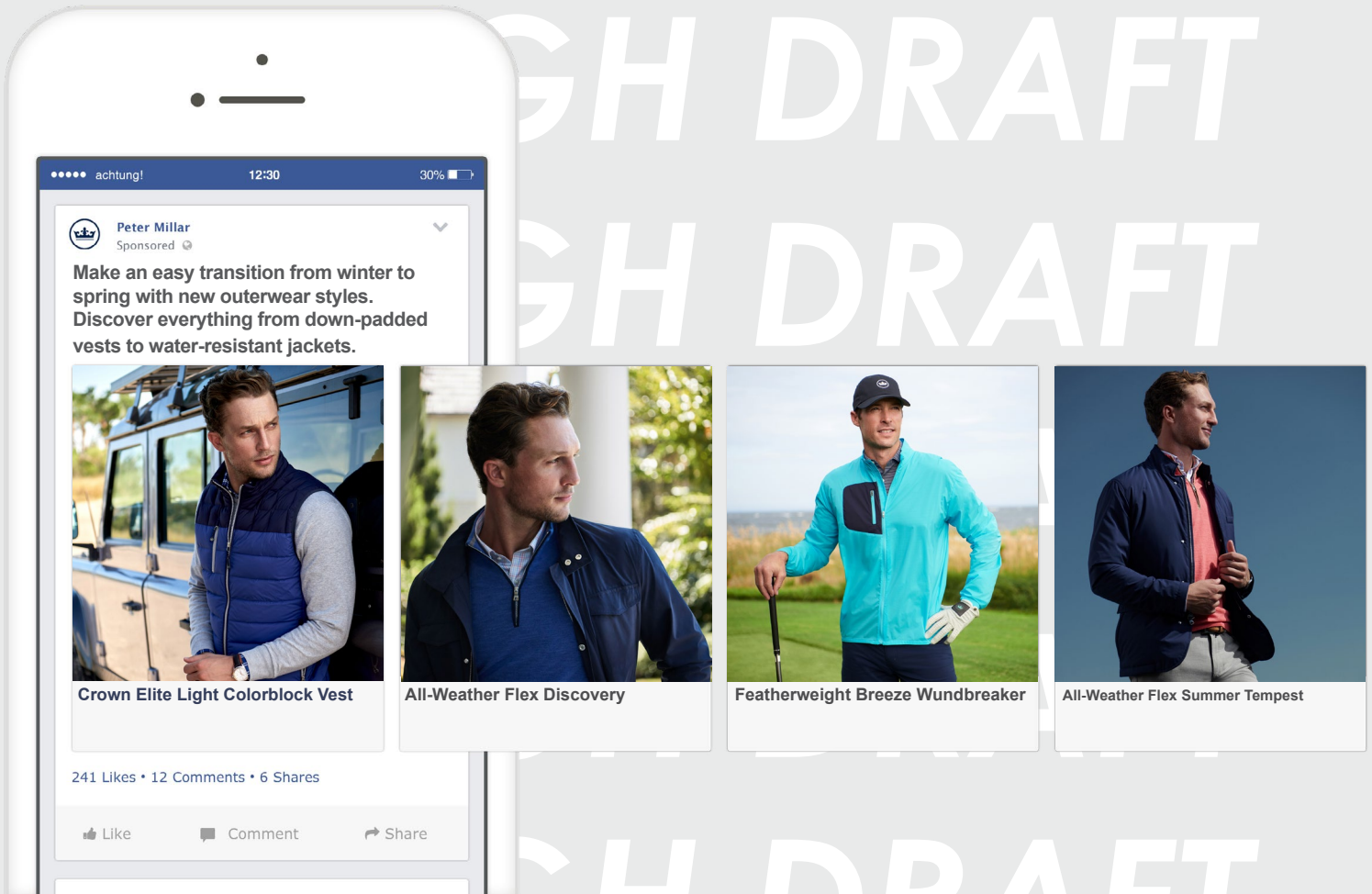
12

Like | Comment | Share

Video: <https://petermillar.wistia.com/medias/b94ehib490>



Spring Outerwear - Paid



achtung! 12:30 30%

Peter Millar
Sponsored

Make an easy transition from winter to spring with new outerwear styles. Discover everything from down-padded vests to water-resistant jackets.

Crown Elite Light Colorblock Vest

All-Weather Flex Discovery

Featherweight Breeze Wundbreaker

All-Weather Flex Summer Tempest

241 Likes • 12 Comments • 6 Shares

Like Comment Share

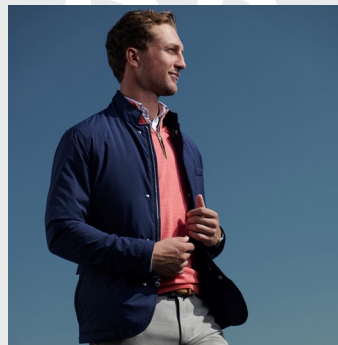
Video Alternatives:



<https://petermillar.wistia.com/medias/p32dd-nd908>



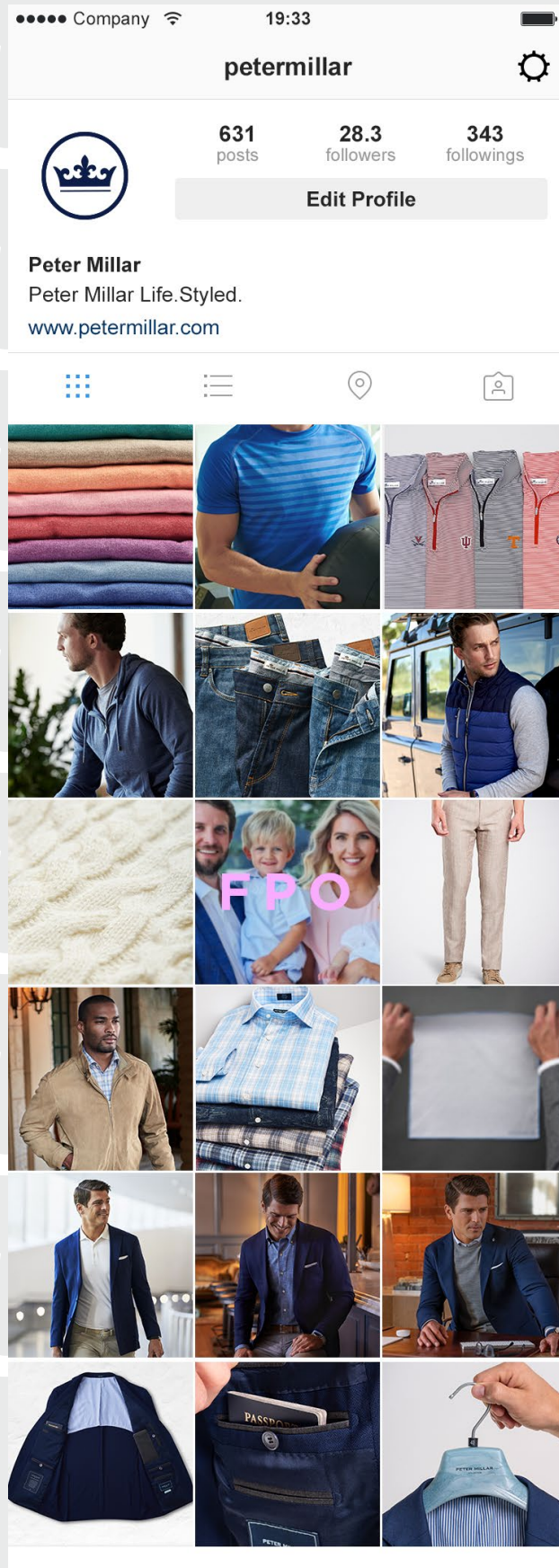
<https://petermillar.wistia.com/medias/o84kpw39ic>



<https://petermillar.wistia.com/medias/yy0zszdkqj>



Instagram Profile - Organic



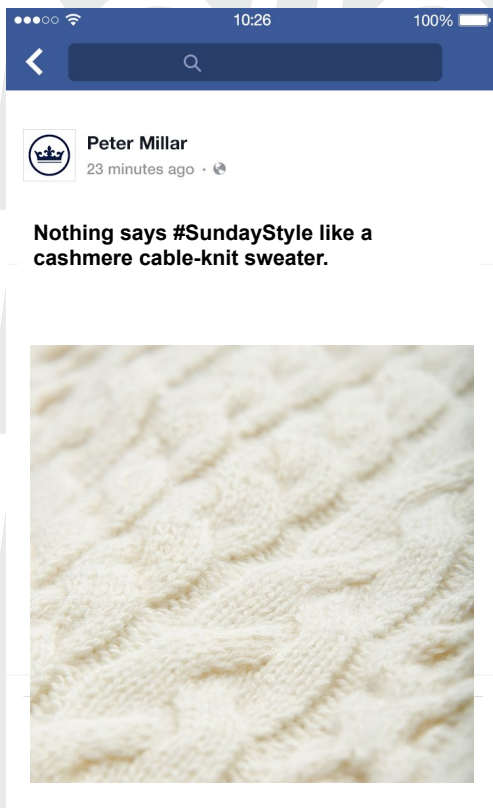
Collection Sport Shirts- Organic



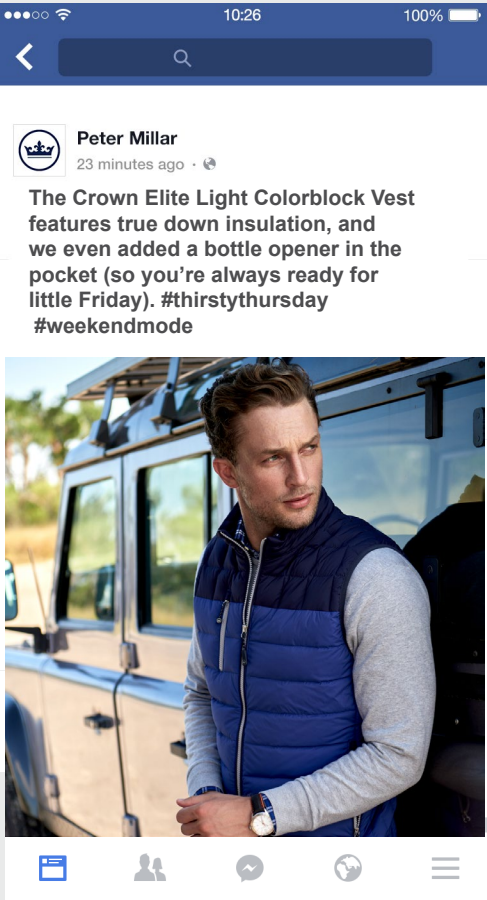
Suede Unlined Bomber- Organic



Ladies Sweaters- Organic



Crown Light Stretch - Organic



Denim - Organic

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

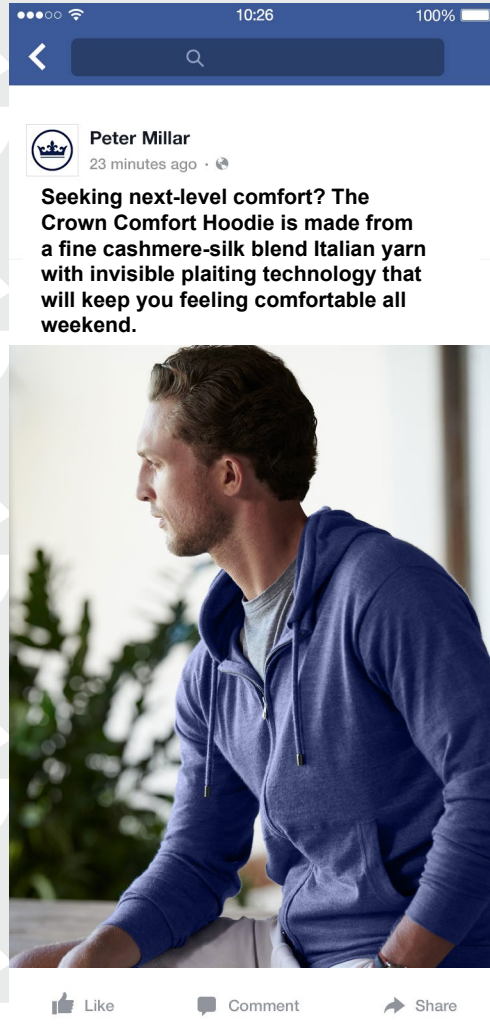
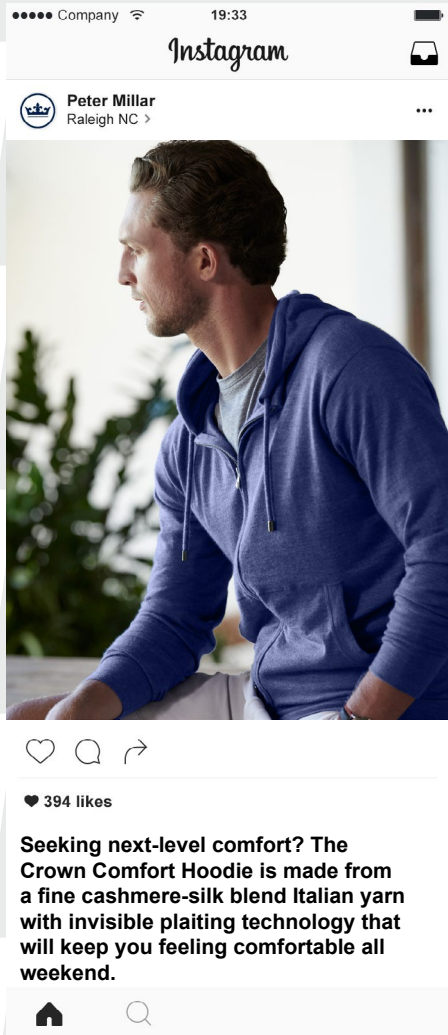
ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT



Crown Comfort Sweaters - Organic



Collegiate- Organic

ROUGH DRAFT

ROUGH DRAFT

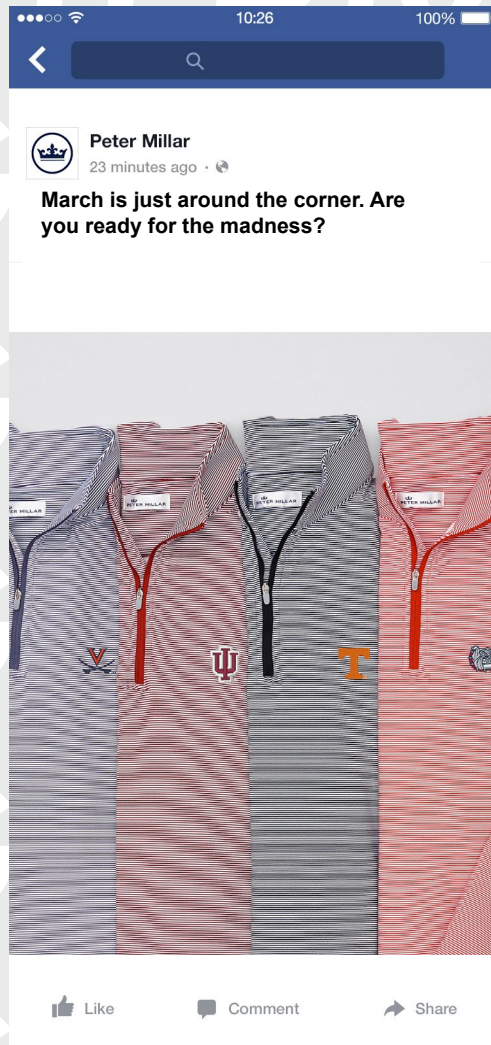
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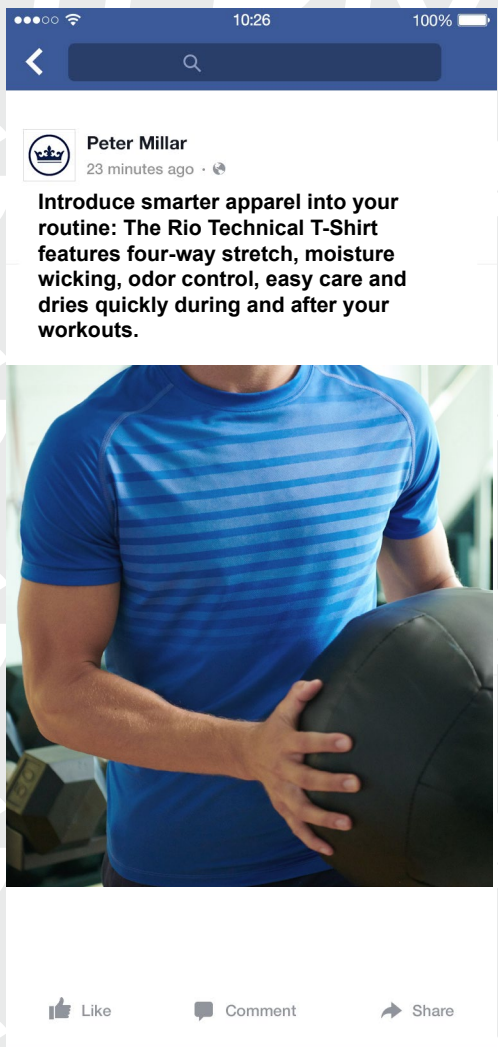
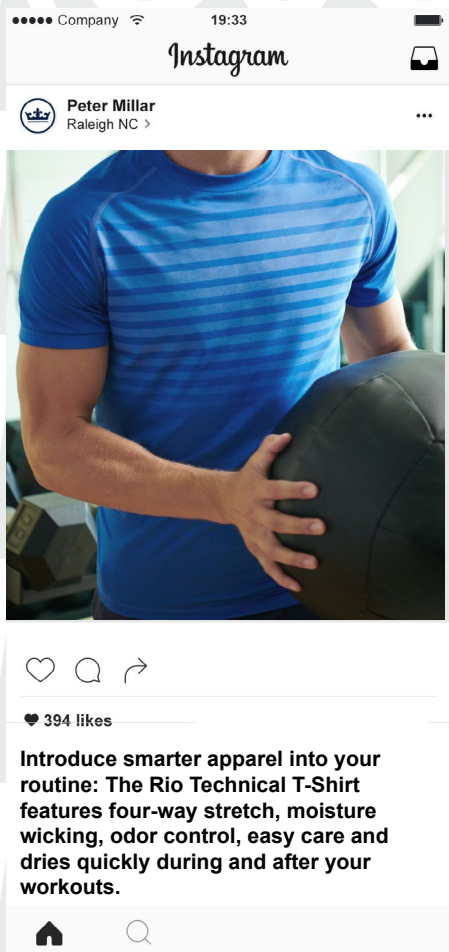
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ROUGH DRAFT

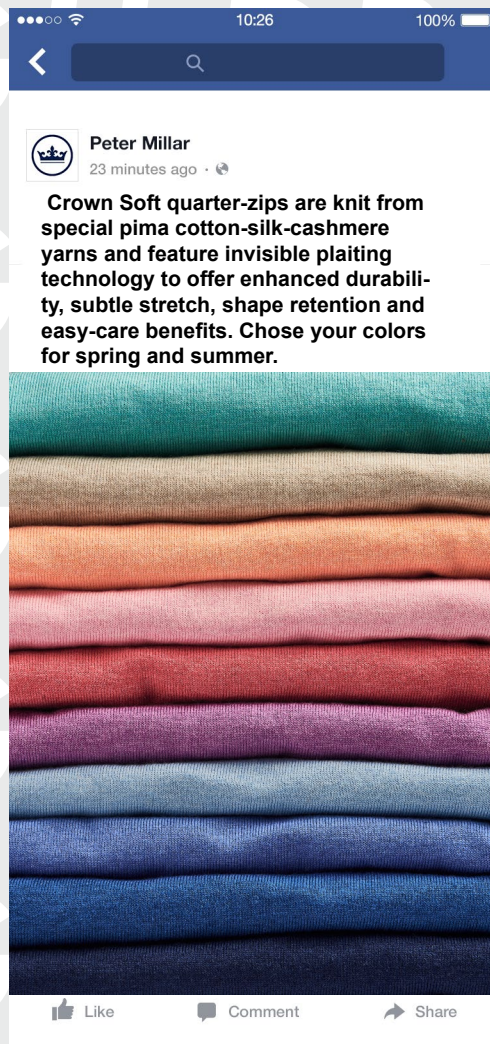
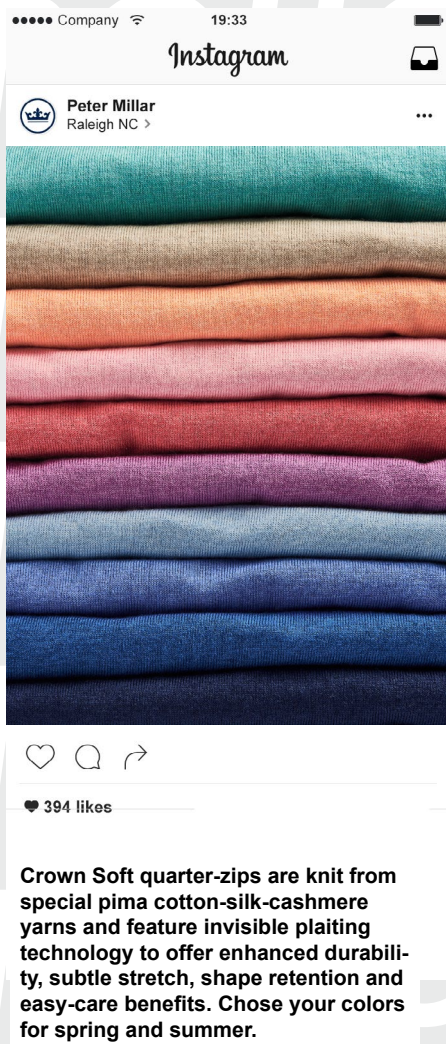
ROUGH DRAFT



Crown Sport -Rio- Organic

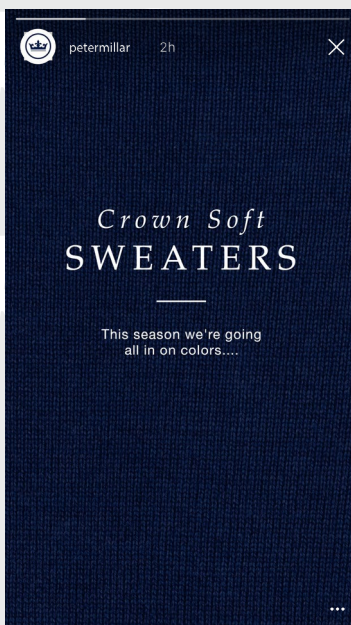


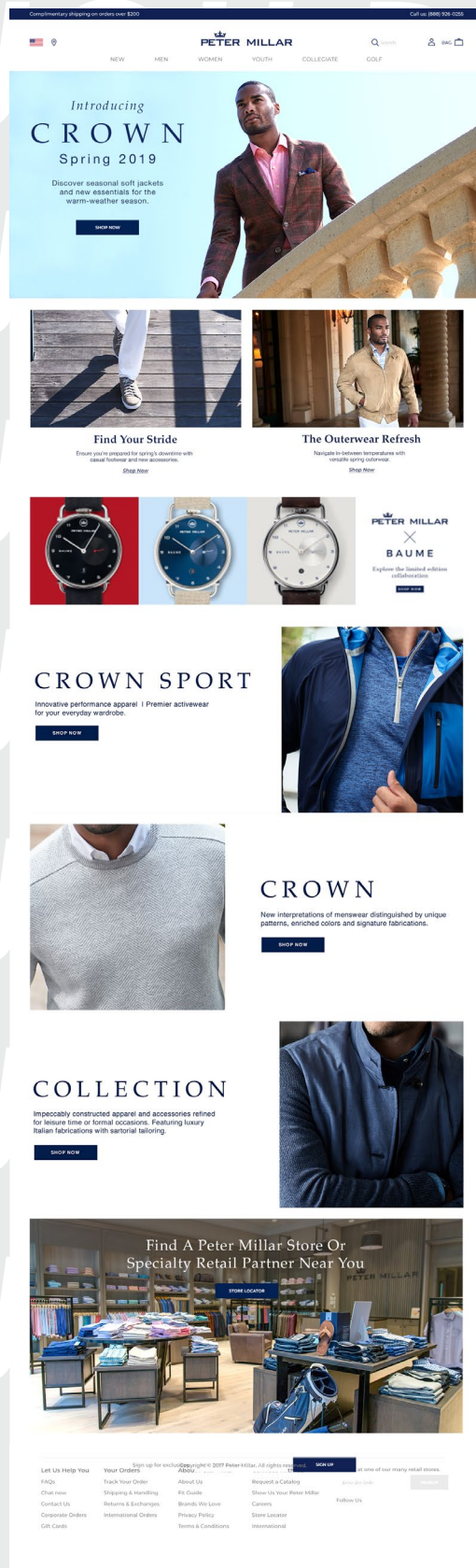
Crown Soft Sweaters - Organic

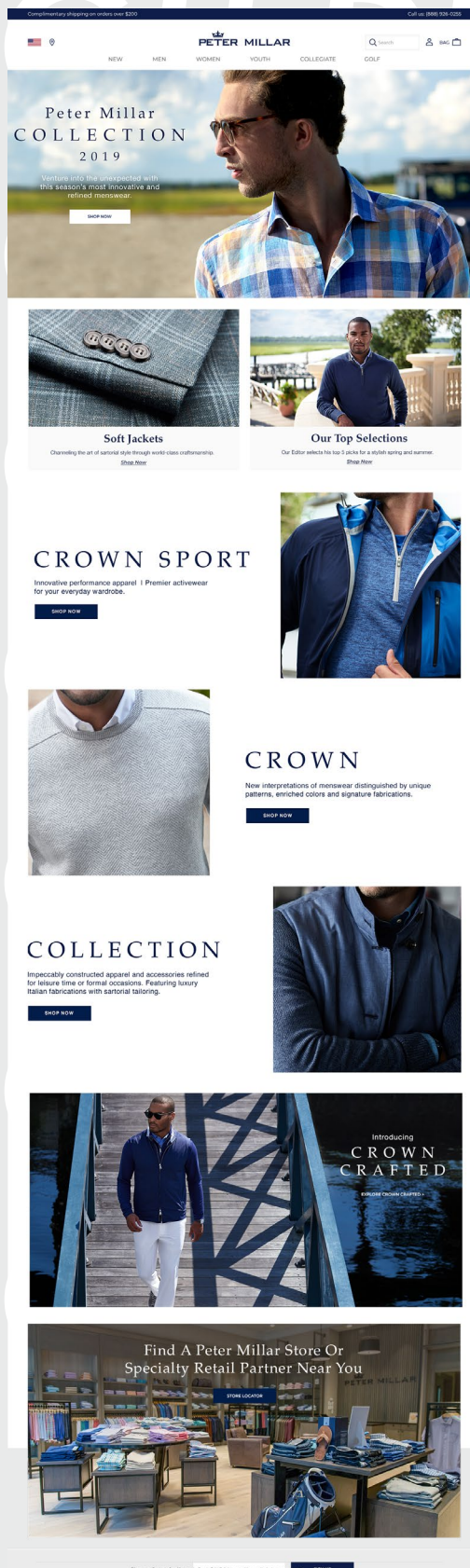


Post: <https://petermillar.wistia.com/medias/coo-zo37zc4>

instagram story: <https://petermillar.wistia.com/medias/xxi3hboo8m>







Outerwear - Email - 2/3

SL: A New Season Of Lightweight Outerwear
PHT: Plus, performance sport shirts for spring

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PETER MILLAR
SHOP MEN SHOP WOMEN NEW



DOUBLE TAKE

It's the subtle details that are often overlooked but take these lightweight layers to the next level.

[DISCOVER OUTERWEAR](#)

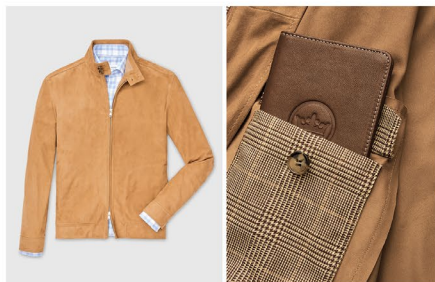
Hyperlight Vest



Incredibly lightweight layer that's water-resistant and windproof. Designed with a self-stow pocket for easy transport.

[SHOP NOW](#)

Suede Unlined Bomber



Classic bomber silhouette with multi-storage interior pockets. Includes leather embossed Crown Seal passport holder.

[SHOP NOW](#)

Springtime Shirt Jacket



A lightweight shell jacket that's perfect for layering over polos and sport shirts. Interior pocket features a complimentary bottle opener.

[SHOP NOW](#)

Suede Reversible Vest



Ultra-sophisticated suede vest that reverses to a water-repellent interior for rainy forecasts.

[SHOP NOW](#)

PERFORMANCE SPORT SHIRTS

Stretch
+
Easy Care
+
Moisture Management

[SHOP NOW](#)



First Look at SP19 - Email - 2/5



Footwear- Email - 2/7

SL: Versatile Footwear Styles To Keep You Moving
PHT: Plus, enjoy complimentary shipping with code SPRINGARRIVALS

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Enjoy Complimentary Shipping With Code SPRINGARRIVALS



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Crown Penny Loafer

A redefined classic made from waterproof Italian leather with hand-burnished toes.

[Shop Shoes >](#)

Catalina Bit Driver

A signature style made from suede and detailed with a pewter-toned bit.

[Shop Shoes >](#)



Havana Venetian Driver

Weekend essentials crafted from premium leather with a hand-stitched rounded toe.

[Shop Shoes >](#)



Introducing SP19 Crown - Email - 2/10

A

SL: Be The First To Explore Spring 2019 Crown
PHT: Enjoy complimentary shipping with code SPRINGARRIVALS

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Enjoy Complimentary Shipping With Code SPRINGARRIVALS

Introducing
Spring 2019 Crown
[EXPLORE NOW](#)

CROWN SOFT
Styles crafted from natural fibers for superior softness and comfort.
[Shop Crown Soft >](#)

CROWN COOL
Warm-weather designs with a smooth drape, fresh feel and breathable finish.
[Shop Crown Cool >](#)

CROWN EASE
Wear, wash and repeat—easy-care cotton apparel for any occasion.
[Shop Crown Ease >](#)

COMPLIMENTARY SHIPPING

With Code SPRINGARRIVALS

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B

SL: Be The First To Explore Spring 2019 Crown
PHT: Enjoy complimentary shipping with code SPRINGARRIVALS

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SHOP MEN SHOP WOMEN NEW

Enjoy Complimentary Shipping With Code SPRINGARRIVALS

Introducing
Spring 2019 Crown
[EXPLORE NOW](#)

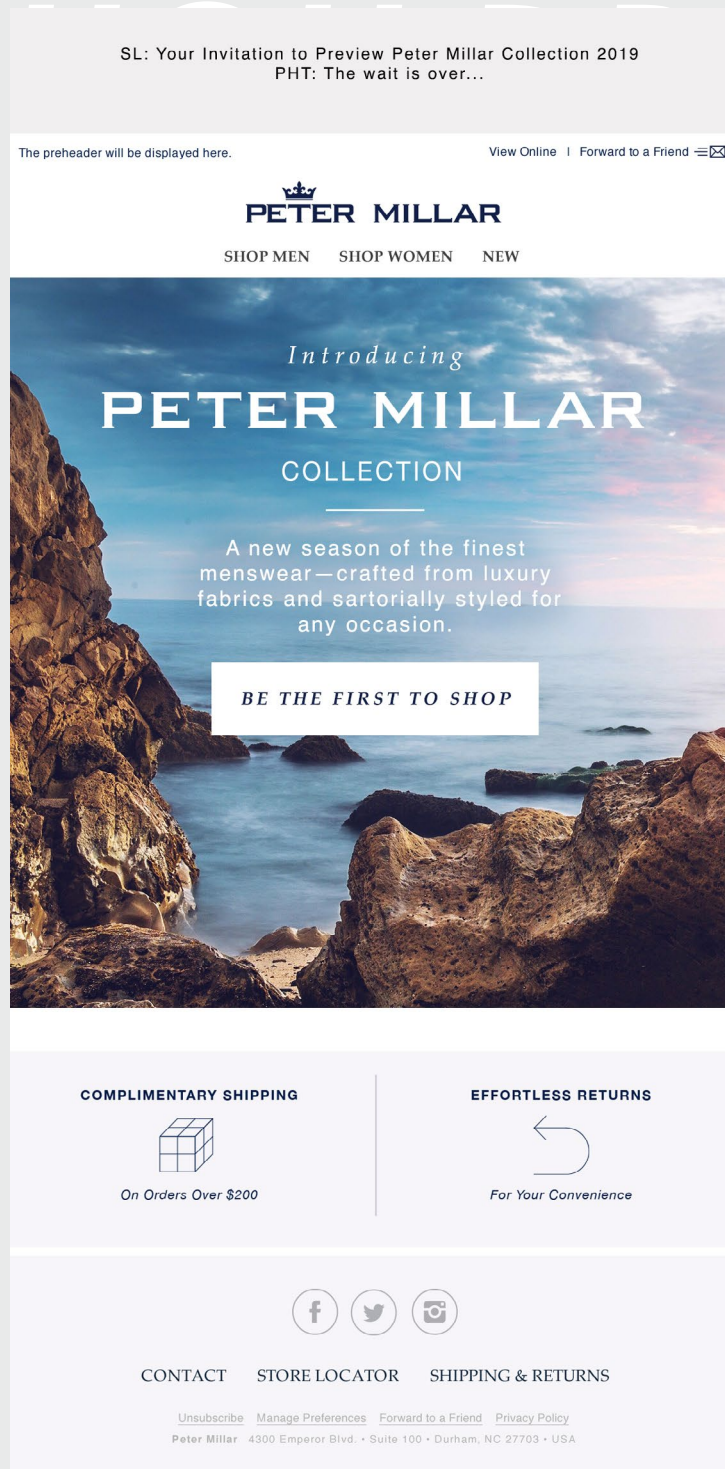
CROWN SOFT
Sport shirts crafted from natural fibers with added spandex for mobility and comfort.
[Shop Crown Soft Stretch >](#)

CROWN COOL
Polo shirts designed with a smooth drape, fresh feel and breathable finish.
[Shop Crown Cool >](#)

CROWN EASE
Wear, wash and repeat—easy-care cotton sport shirts with a hint of stretch for added comfort.
[Shop Crown Ease >](#)



Introducing SP19 Collection - Email - 2/13



Introducing SP19 Crown Sport (Golf) - Email - 2/17

SL: Spring Into Action: Introducing New Performance Styles
PHT: Be the first to explore Crown Sport Spring 2019

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PETER MILLAR
SHOP MEN SHOP WOMEN NEW

Introducing
**NEW SPRING
PERFORMANCE STYLES**

DISCOVER PERFORMANCE



GOLF FAVORITES

**VERSATILE
OUTERWEAR**

Innovative performance styles designed to keep you looking sharp in any element.

SHOP NOW



**PRO-APPROVED
POLO SHIRTS**

Featuring technical fabrics designed to help you look and feel like a pro.

SHOP NOW



**COURSE-READY
LAYERS**

Stay stylish and comfortable in fluctuating weather conditions.

SHOP NOW



**PERFORMANCE
PANTS**

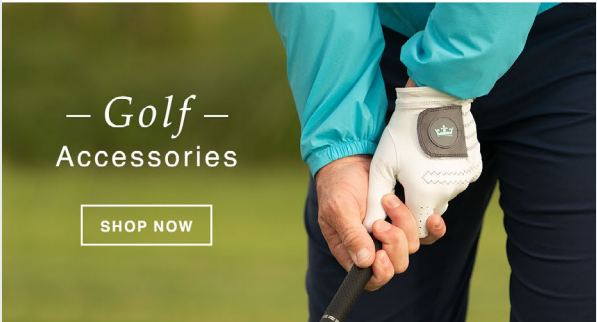
Sophisticated pants engineered for performance on and off the course.

SHOP NOW



— Golf —
Accessories

SHOP NOW



COMPLIMENTARY SHIPPING

On Orders Over \$200

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Introducing SP19 Crown Sport (Lifestyle) - Email - 2/17

A SL: Introducing New Performance Styles
PHT: Be the first to explore new Crown Sport 2019

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Introducing
**NEW SPRING
PERFORMANCE STYLES**

[SHOP NOW](#)



PERFORMANCE FAVORITES

**VERSATILE
OUTERWEAR**

Innovative performance styles designed to keep you looking sharp in any element.

[SHOP NOW](#)



**INNOVATIVE
POLO SHIRTS**

Featuring technical fabrics designed to help you look sharp and feel comfortable.

[SHOP NOW](#)



**ESSENTIAL
SECOND LAYERS**

Stay stylish and comfortable in fluctuating weather conditions.

[SHOP NOW](#)



**PERFORMANCE
PANTS**

Sophisticated pants well-versed for your busy itinerary.

[SHOP NOW](#)



*A Notch
Above the Rest*

Discover the finishing touches of sophisticated style with these unique belts.

[SHOP NOW >](#)



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New Crown Spring Sweaters- Email - 2/19

A

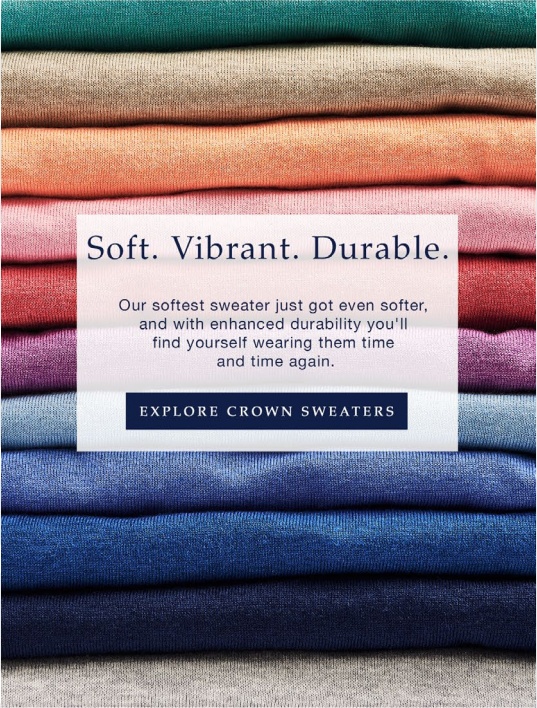
SL: Explore A New Season Of Crown Soft Sweaters
PHT: Plus, sophisticated sport shirts

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PETER MILLAR

[SHOP MEN](#) [SHOP WOMEN](#) [NEW](#)



Soft. Vibrant. Durable.

Our softest sweater just got even softer, and with enhanced durability you'll find yourself wearing them time and time again.

[EXPLORE CROWN SWEATERS](#)

Crown Soft Crewneck Sweater



[SHOP NOW](#)

Crown Soft V-Neck Sweater



[SHOP NOW](#)

Crown Soft Fine Line Quarter-Zip Sweater



[SHOP NOW](#)



COMPLETE
Your Look

Layer your sweater over a sport shirt.

[SHOP NOW](#)

COMPLIMENTARY SHIPPING

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New Collection Spring Sweaters- Email - 2/19

SL: New Collection Sweaters | Where Luxury Meets Comfort
PHT: Plus, explore refined sport shirt pairings

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PETER MILLAR
SHOP MEN SHOP WOMEN NEW

— The — BLYDE RAGLAN CREWNECK SWEATER



Specially crafted in London from an intimate blend of some of the finest pima cotton and cashmere yarns in the world, the Blyde offers a highly elegant appearance and unparalleled level of comfort and softness.

[EXPLORE NEW SWEATERS](#)

Seasonal Favorites



[EXCURSIONIST FLEX CARDIGAN >](#)



[AMALFI RAGLAN CREW >](#)



[SURFRIDER SHAWL COLLAR CARDIGAN >](#)

[SHOP ALL SWEATERS](#)



Refined Pairings

[SHOP SPORT SHIRTS >](#)

COMPLIMENTARY SHIPPING



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February Creative Content

Collegiate March Madness- Email - 2/21

SL: Tournament Time Is Just Around The Corner
PHT: Plus, explore our most popular performance pants

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The Winning Lineup

Experience every moment of the madness and represent your school in style.

[FIND YOUR SCHOOL](#)




[YOUTH COLLEGIATE](#)


[WOMEN'S COLLEGIATE](#)



Teach Your WARDROBE New Tricks

Our most iconic EB66 pants in all new colors.

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COMPLIMENTARY SHIPPING

On Orders Over \$200

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Products and schools have not been approved.



On or Off the Greens (Performance Pants)- Email - 2/24

SL: On Or Off The Green | Performance Pants
PHT: Plus, performance outerwear primed to face the elements

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Course-To-Weekend Style

Discover golf pants that go well beyond the 18th hole.

[SHOP PERFORMANCE PANTS](#)



Raleigh Tartan Five-Pocket Pant eb66 Five-Pocket Pant Durham Performance Pant

[EXPLORE PERFORMANCE PANTS](#)



High-Performance Outerwear

Beat the elements in these versatile performance styles.

[EXPLORE NOW >](#)

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Transitional Outerwear- Email - 2/26

SL: Versatile Outerwear For Fluctuating Temperatures
PHT: Stylish and functional layers

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[SHOP MEN](#) [SHOP WOMEN](#) [NEW](#)

The **OUTERWEAR** *Refresh*

New stylish layers designed
for getting through the
season's elements.

[SHOP OUTERWEAR](#)



SPRING LAYERS

New essentials for the changing seasons.



[SPRINGTIME COUNTRYSIDE VEST >](#)



[CROWN ELITE LIGHT REVERSIBLE VEST >](#)



[SUEDE UNLINED BOMBER >](#)

[SHOP ALL OUTERWEAR](#)

IN THE FRAME

Explore our newest
Italian-made sunglasses with
100% UV protection.

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February Creative Content

Editors Top 5 Wardrobe Staples For Spring - Email - 2/28

SL: The Editor's Selection: What To Wear This Spring
PHT: Explore the top 5 picks for the changing season.

The preheader will be displayed here.

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SHOP MEN SHOP WOMEN NEW

The Editor's Selection

Our top 5 picks for your spring and summer wardrobe.

SHOP NOW



Colorblock Vest



SHOP OUTERWEAR

Crown Soft Crewneck Sweater



SHOP SWEATERS

Runaway Bay Sport Shirt



SHOP SPORT SHIRTS

Crown Cool Striped Polo



SHOP POLOS

Canvas Five-Pocket Pants



SHOP PANTS

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February Creative Content