



creative assets

HYPERLIGHT GLIDE SNEAKER

CONTENT CAMPAIGN

— — —

Paid Ad 1 and 2

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Style meets comfort. Introducing the Hyperlight Glide Sneaker. Experience the most innovative shoe you'll ever wear.



The Hyperlight Glide Sneaker

[Learn More](#)

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Alt Option...sneaker experience so lightweight you'll question the laws of gravity.

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Style meets comfort. Introducing the Hyperlight Glide Sneaker. Experience the most innovative shoe you'll ever wear.



The Hyperlight Glide Sneaker

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 12

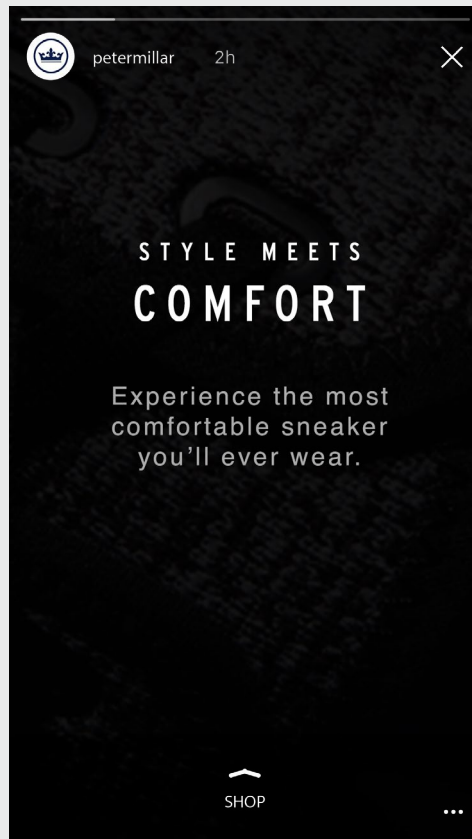
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<https://petermillar.wistia.com/medias/6vy3w-6wr4v>

we are aware there is still a hook in the shoe. Waiting on the final.



Paid Instagram Story



<https://petermillar.wistia.com/medias/gwqf27y5is>



Paid Video Ad

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Style meets comfort. Introducing the Hyperlight Glide Sneaker.



The Hyperlight Glide

Now Available

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<https://petermillar.wistia.com/medias/19f506esnw>



Youtube Ads (3)



<https://petermillar.wistia.com/medias/q5gub9j6ui>



VIP Email (COMPLETE)

SL: VIP Access | Introducing The Hyperlight Glide
PHT: Be the first to shop this exclusive new sneaker

The preheader will be displayed here. View Online | Forward to Friend

PETER MILLAR
SHOP MEN SHOP WOMEN NEW

VIP ACCESS



STYLE MEETS COMFORT
Introducing the
HYPERLIGHT GLIDE SNEAKER

Experience the most innovative shoe you'll ever wear.

[SHOP NOW](#)

NAVY. PLATINUM. IRON.



[SHOP NOW](#)

DETAILS MATTER

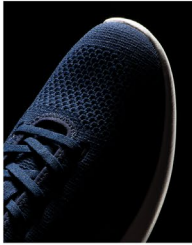


ELASTIC LACES

Hyperlight Glide sneakers feature stretch T-lock laces engineered to perfectly embrace the foot as soon as you slip them on.

STRETCH UPPIERS

A machine washable, performance-blend knit upper offers super-soft, supple stretch comfort while perforations at the toe box provide additional breathability.



LIGHT-AS-AIR OUTSOLE

Scientifically developed rubberized EVA foam adds an entirely unique element of comfort that's truly revolutionary.



SLIP-ON COMFORT



WAYS TO WEAR



[SHOP NOW](#)

COMPLIMENTARY SHIPPING



On Orders Over \$200

EFFORTLESS RETURNS



For Your Convenience

Offer valid while supplies last. Discount is valid for select eligible styles purchased on [petermillar.com](#) or over the phone. Promotion and discount offers are not valid on previous purchases. Discount or sale price will not be applied toward taxes, shipping and handling, or custom embroidery fees. We will gladly accept returns or exchanges of sale items that are in new condition with original tags and are returned within 30 days to the original place of purchase.



Email 1 (Launch)

SL: Introducing The Hyperlight Glide
PHT: Be the first to shop this exclusive new sneaker

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SHOP MEN SHOP WOMEN NEW



STYLE MEETS COMFORT
Introducing the
HYPERLIGHT GLIDE SNEAKER
Experience the most innovative shoe you'll ever wear.

[SHOP NOW](#)

NAVY. PLATINUM. IRON.



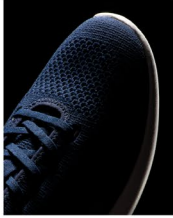
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DETAILS MATTER



ELASTIC LACES
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LIGHT-AS-AIR OUTSOLE
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SLIP-ON COMFORT



WAYS TO WEAR



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COMPLIMENTARY SHIPPING | EFFORTLESS RETURNS



Email Subbanner



STYLE MEETS
C O M F O R T

Introducing the

**HYPERLIGHT GLIDE
SNEAKER**

[EXPLORE THE HYPERLIGHT](#)



STYLE MEETS
C O M F O R T

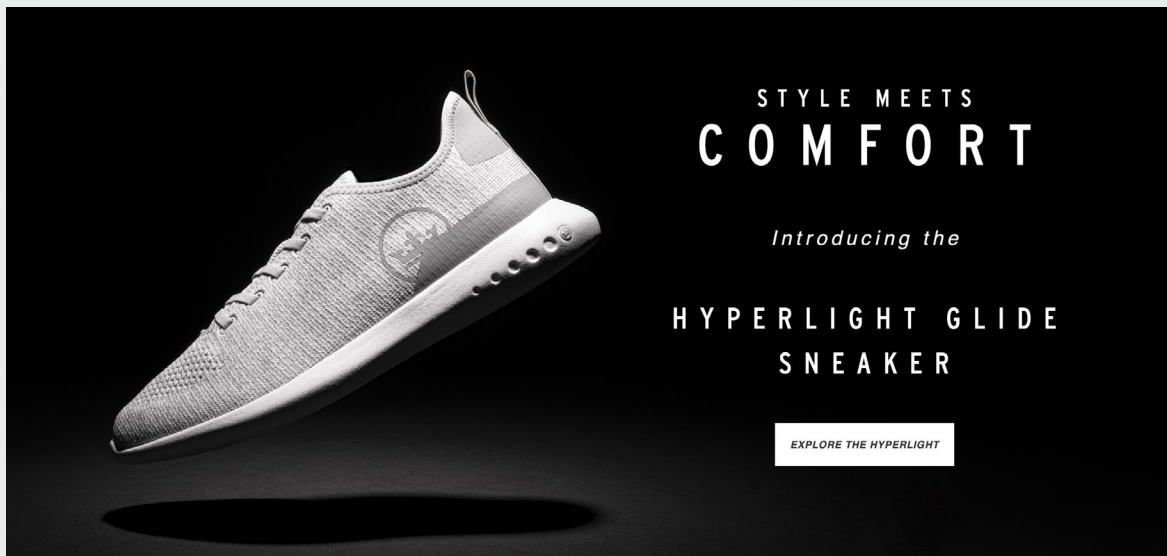
Introducing the

**HYPERLIGHT GLIDE
SNEAKER**

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NEW

MEN

WOMEN

YOUTH

COLLEGIATE

GOLF

GIFTS FOR DAD

Introducing the

HYPERLIGHT GLIDE SNEAKER

DETAILS MATTER

Experience innovative stretch knit uppers, light-as-air outsoles and elastic self-locking laces that perfectly embrace the foot. New slip-on technology makes this the most comfortable sneaker you'll ever wear.

SHOP ALL COLORS

Elastic laces

Machine washable stretch upper

Light-as-air outsole

SLIP-ON COMFORT



GIF

SHOP NOW

WAYS TO WEAR

SHOP NOW

Sign up for exclusives

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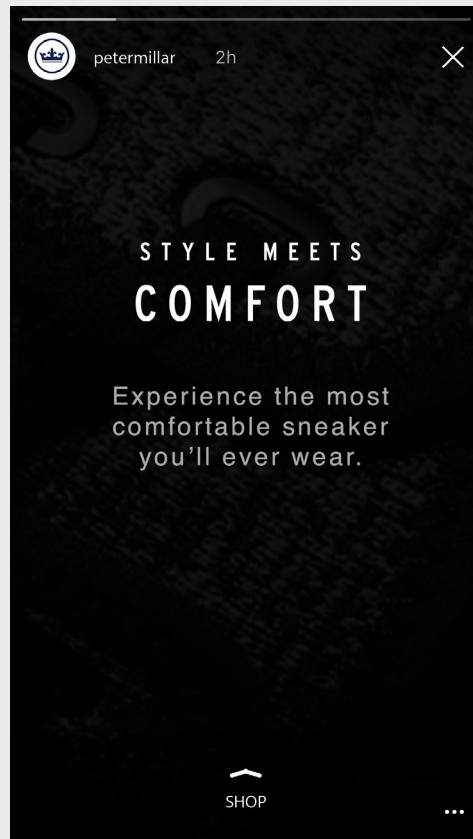
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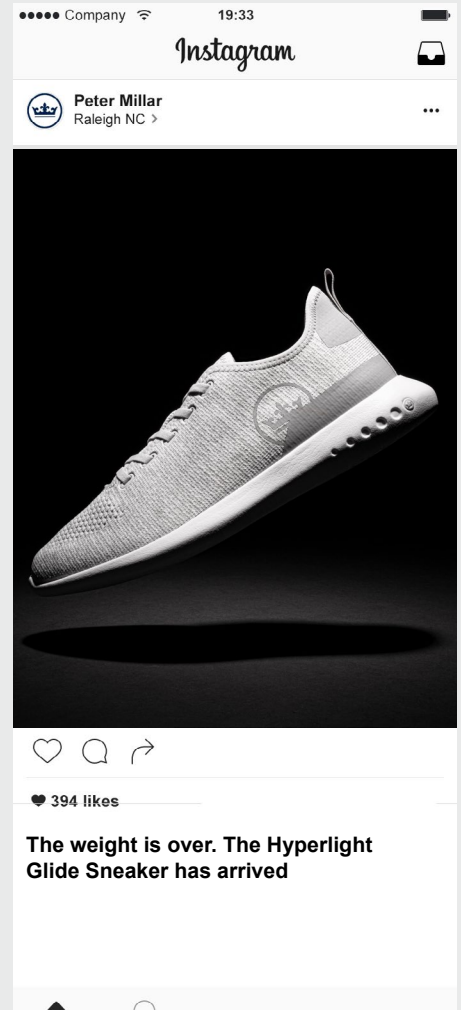
Organic Instagram Story



<https://petermillar.wistia.com/medias/gwqf27y5is>



Organic July Posts



<https://petermillar.wistia.com/medias/q5gub9j6ui>

Option 2



Hyperlight Glide 19' Creative Content