

Product launch sequence

Email 1

Teaser

A Masterpiece Is Coming—One That Redefines Femininity

You never saw this coming (Name).
In just 7 days, something extraordinary unfolds.

We've crafted millions of masterpieces, yet this is the finest of them all.

✨ Intense and refined.

🌿 A powerful blend of earthy roots and intense petals.

🌸 A balance of sensuality and tenderness.

🔥 A facet of modern femininity—bold, refined, and undeniably captivating.

Be among the first 1 million on our waitlist and secure an exclusive discount on this exquisite creation.

👉 Claim Your Spot on the Waitlist Today

With warmth,
Dior

Email 2

Launch day

Meet Miss Dior—A Fragrance That Redefines Femininity

Hi [Name],

For almost eight decades, we've crafted timeless scents—each creation surpassing the last. And now, we are immensely proud to unveil our most refined masterpiece yet.

Starting today, Miss Dior takes center stage among our divine scents.



How does it surpass the rest?

✨ A bold yet floral fragrance, enveloped in pure elegance, lingering for 48 hours.

🌿 Alluring and soothing—the perfect embodiment of feminine energy.

🎀 An intricate ribbon, woven with meticulous artistry—a graceful finishing detail.

🎁 A subtle creation of love, a symbol of brilliance.

💖 Exclusive Launch Offer

If you've joined our Waitlist, enjoy 20% off. If not, you still get 10% off—both valid until April 1st. Seize the moment!

👉 Secure Your Order

With warmth,
Dior

Email 3

Social proof

Miss Dior—Loved by Icons, Created just for you (Name),



A few days after launching Miss Dior, it found its perfect match—so soon.

This intense and refined fragrance met an inherent sophistication that elevated the narrative.

Three iconic figures—the first on our exclusive waitlist—embraced Miss Dior in their natural elegance. And after experiencing this unmatched collection, they shared their thoughts:

(Insert figures' images & testimonials)

Now, they've willingly aligned their bold spirit with Miss Dior's vision of redefining femininity—as the new brand ambassadors.

But it's not just them. Thousands of women around the world are now making Miss Dior their signature scent—captivated by its intoxicating yet soothing fragrance that lingers for hours.

You're the queen—let Miss Dior infuse the delicacy and sultriness you desire.

If you haven't grabbed yours yet, secure your bottle now- before this exclusive launch offer ends!

👉 [Click here to grab yours](#)

With warmth,
Dior

Email 4
Urgency

5 Days Left—Miss Dior's Launch Offer Is Ending!

5 days, [Name]. ⌚

That's all the time left before Miss Dior returns to its original price—no more discounts. After that, anyone wanting to own this heavenly fragrance will have to purchase it at full price.

Like you saw in our last email—where iconic figures ✨ experienced Miss Dior and reimagined femininity with a floral twist 🌸—many more icons are now joining in. This fragrance isn't just loved; it's becoming a statement of modern elegance.

Right now, while the launch offer is still on, you still have the chance to stock up on as many bottles as you want—at an exceptionally fair price. 🌟

This is an exclusive opportunity—one that won't come around again anytime soon.

So while the clock is ticking 🕒, remember—you have just 5 days left.

👉 Shop Now Before the Offer Ends!

With warmth,
Dior

Email 5
Final Push

The final 24 hours of the Miss Dior Launch Offer start now!

It's officially ending, [Name].

From the very beginning, we poured our passion and excitement into crafting this parfum—blending every note with care to bring you the best yet and leave you in awe of its powerful essence.

Miss Dior will always be on our shelf, but this exclusive discount vanishes in just a few hours.

✓ Waitlist members: Enjoy a whopping 20% off

✓ Others: Get 10% off

This is your last reminder, [Name]. In a few hours, this deal will be gone forever.

Get yours while it lasts👉