

Boutique pitch subject lines

10 that get opened. 10 that get deleted.

The subject line is the first thing a buyer reads, often on a phone, between customers. Of the 625 shops in Open Shelf, **25 spell out the exact subject line they want**. The rest still sort their inbox by it. The rule is simple: **if the shop gives you a subject line, use it word for word**. Then add your brand and what you make.

10 that get opened

1 **ATTN: BUYER - Hollow Pine candles, line sheet attached**

Driggs Mercantile in Brooklyn asks for "ATTN: BUYER." Use their words, then say what it is.

2 **Hollow Pine - Product Submission**

"Product Submission" is the most-requested phrase in our list (Magpie, Lundeen's, CITRINE, Frances, The Store at Mia).

3 **Maker Application for Experiment**

Experiment PDX asks for this exact line. Using it proves you read their page.

4 **Linesheet Submission: Hollow Pine stoneware, \$14-\$38 wholesale**

Pema New York asks for "Linesheet Submission." A price range up front saves a back-and-forth.

5 **Vendor Submission - Hollow Pine, soap made in Fishtown**

The Phoenix (DC), Thread Spun and KinKa ask for "Vendor Submission." A local hook helps where shops favor local.

6 **Ana Ruiz - Artist Submission**

The Store at MAD wants your name first. Artists and galleries often file by person, not brand.

7 **Hollow Pine - Consignment Inquiry**

Altar Ego Apothecary asks for this. Naming the terms you want tells them which pile you belong in.

8 **The Lake Book, Jo Park - Attn: Book Buyer**

Edmonds Bookshop and Annie Bloom's want title, author, then "Attn: Book Buyer" or "Attn: Stocking Query."

9 **Wholesale: Hollow Pine linen napkins for your holiday table display**

No set format? Name the product and where it fits in their store.

10 **Following up: Hollow Pine line sheet + new winter scent**

One follow-up, with something new to say. Keep the original subject so they can find the thread.

10 that get deleted

1 **Hi!**

Says nothing. A buyer can't tell it's a pitch, so it can't be filed.

2 **Collaboration opportunity**

Reads like an influencer or ad sales email. Say it's a product.

3 **Quick question**

Bait. When the "question" turns out to be a pitch, trust is gone.

4 **Re: our conversation**

A fake reply to a talk that never happened. Shop owners remember who they talked to.

5 **YOU NEED TO SEE THIS!!!**

All caps and exclamation marks look like spam, to people and to filters.

6 **Exclusive offer for your store - today only**

Pressure. Buyers decide on their own schedule, usually by season.

7 **Product Submission (to a shop that asked for "ATTN: BUYER")**

Close isn't good enough. Following instructions is the first test of how you'll handle reorders.

8 **Hollow Pine FW26 Collection Lookbook Vol. 3 - Sustainable Small-Batch Artisan Home...**

Too long. Phones cut it off before the useful part.

9 **To whom it may concern**

Tells them it's a mass email. Use the shop's name.

10 **Following up again (3rd time)**

One follow-up is fine. Three feels like pressure, and the answer was in the silence.

Worth knowing: 155 shops in our list say they reply only if interested. No reply is usually a no, not a lost email. Send one kind follow-up after a week or two, then move on.

From Open Shelf — independent US shops that accept new brands

joinopenshelf.com · The full pitch guide, with an email template: joinopenshelf.com/guide/how-to-pitch-a-boutique/

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Shop examples are from published pitch instructions in the Open Shelf directory (625 shops, checked Oct 2026). "Hollow Pine," "Ana Ruiz," and "Jo Park" are made-up examples. Free to print, share, embed or repost. Please keep this credit.