To

[The Recipient Name]  
[Address]

Dear Ms. Anna parker,

You are invited to the grand opening event of our new store in West London! You have been a loyal customer of Crystal Pearl Clothing and therefore are valued as a customer.

As you already know, our stores are currently located in Cornwall and Solihull. We had been receiving a lot of requests to open a store in London as well and we obliged! With great pleasure, I invite you to the grand opening of our new store in your vicinity. Now all you Londoners can shop from our store without having to pay the delivery fee.

On the first day of our event, there will be a flat ten percent off on all our items which will be valid for the day only.

We also wish to inform you that we have selected fifty loyal customers based on their previous purchases from our website and you have qualified as one of them! We are giving a twenty-dollar discount coupon to every loyal customer so please find yours enclosed with this letter.

I must inform you that this coupon is only valid for the grand opening day and will expire the day after. Please feel free to pass on the news to your friends and family who would like to check out our new branch and avail of the discount. We look forward to seeing you with your friends on the event day.

Yours sincerely,

Crystal Pearl Clothing.