



Max Width - Keeps the page looking clean

New Arrivals Are Here  
Sparkle All Winter Long

SHOP NOW



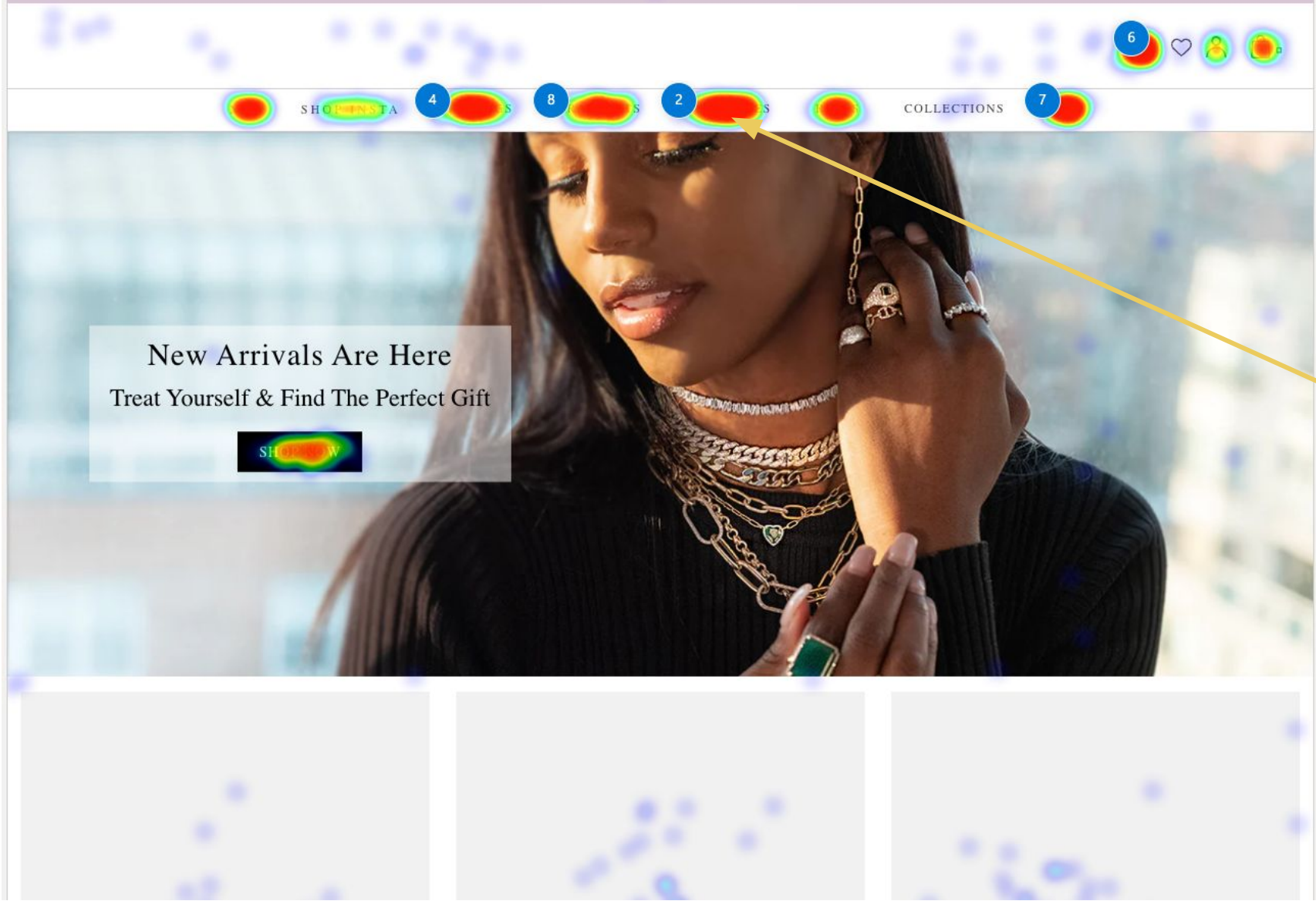


75% of Users

50% of Users

### Homepage Heatmap

- People scroll much deeper than a typical e-com store
- Content is engaging, but maybe we can add more content by shrinking some of the blocks to bring things higher on the page



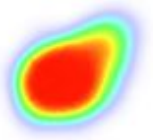
**Second Highest click rate - Bracelets**

- on every page tested, this is the primary clicked menu item.
- Bring this to the left side of the Nav bar and build out landing pages for this product type

### Highest Click on HP

- Users are looking at your trending now section more than anything else

## TRENDING NOW



I Love You Mama Heart  
Necklace

\$1,015.00 - \$1,155.00

Beige Fur Slide

\$300.00

Triple Strand Bracelet

\$750.00

Chunky Large Hoops

\$150.00

Pearl Hoop Earrings

\$125.00



COACH

ANGARA

NET-A-PORTER

Blue Nile

Vera Bradley

TIFFANY & CO.

UGG

Gildan

 KENDRA SCOTT

## Category Block / Section

- Instead of the large block section under the hero as current, utilize a smaller version that allows for more details and less scrolling

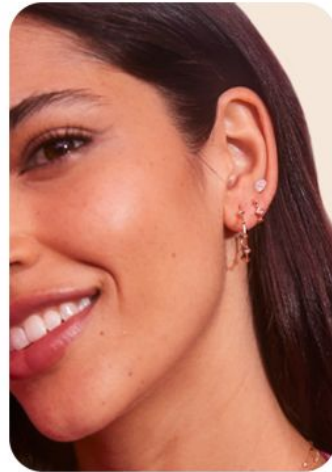
### Shop by Category



Kendra's Picks →



Necklaces →



Earrings →



Rings →



Bracelets



## Bursts of Color

From necklaces and earrings to rings, explore brilliant hues for the brighter days ahead.



Lips Gold Stud Earrings in  
Bright Pink Kyocera Opal  
\$70.00



Elle Gold Drop Earrings in  
Navy Abalone  
\$70.00



Heart Gold Pendant  
Necklace in Red Kyocera...  
\$110.00



Haven Gold Crystal Heart  
Delicate Chain Bracelet i...  
\$70.00

Shop Now

### Image with Items

- Instead of showing just a carousel of products, show multiple products on an image and then link the individual products
- We can even put “dots” over the model to signify where on the model that product is
- Keep to 3-4 items per image to prevent overwhelming the user



INTRODUCING  
**Yellow  
Rose**  
BY KENDRA SCOTT

“Inspired by the time spent on our family ranch, this collection honors the state I call home and puts the modern cowgirl front and center—right where she belongs.” - Kendra

EXPLORE NOW





# A HEADY COCKTAIL OF COLOR

10% off on orders over \$500 & free jewelry gift on all orders.

SHOP COLLECTION

For You



Women's Raincloud Clear  
\$130.00 | 4 COLORS



Toddlers' Drizlita  
\$50.00 | 4 COLORS



Women's Drizlita Glitter  
\$100.00 | 3 COLORS



Women's Raincloud Tall  
\$200.00 | 2 COLORS

Full Width Product Element

### Shop By Coloured Gemstone

- Blue Sapphire
- Emerald
- Ruby
- Tanzanite
- Opal
- Aquamarine
- Garnet
- Amethyst
- London Blue Topaz
- Peridot
- Swiss Blue Topaz
- Pink Sapphire
- Morganite
- Teal Montana Sapphire
- Moonstone
- Citrine
- Pink Tourmaline
- Turquoise
- Fire Opal
- Black Onyx
- Rose Quartz
- Yellow Sapphire
- Tsavorite
- Orange Sapphire

[View All](#)

### Shop By Diamond

- Diamond
- Enhanced Blue Diamond
- Enhanced Black Diamond

[View All](#)

### Shop By Pearl

- Freshwater Pearl
- Akoya Pearl
- Tahitian Pearl
- South Sea Pearl
- Golden South Sea Pearl

[View All](#)

### Shop By Style

- Cross
- Solitaire
- Infinity
- Heart
- Fashion
- Pearl Strands
- Vintage Inspired
- Classic
- Three Stone
- Halo
- Dangle

[View All](#)



GIA Necklaces



Pearl Necklaces

[View All Necklaces](#) | [View All GIA Certified Gemstone Necklaces](#)

Learn more about: [Colored Gemstones](#) | [Diamonds](#) | [Pearls](#) | [Angara Blog](#)

**Interesting Way to have your megamenu**

**Has color / diamonds / styles and shapes**



## Diamond Earrings

Our twinkling diamond earrings make a great gift for someone special—including yourself. From teardrop diamond sets and elegant studs to intricately embellished hoops, our splendid diamond earrings will brighten your collection.

SHOP ALL DIAMOND EARRINGS



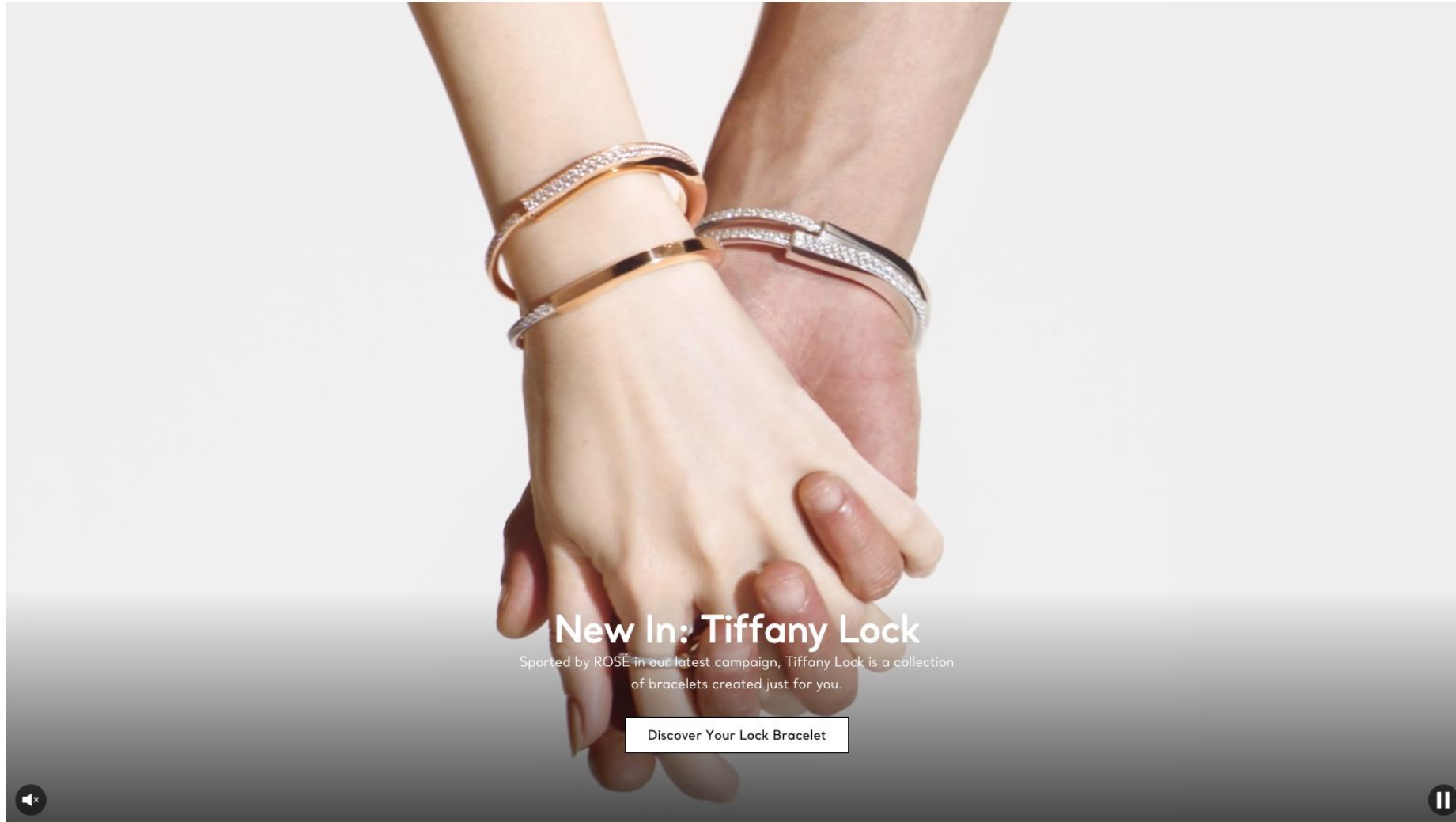
### Shop Diamond Earrings By Style



### Earrings Landing Page

- Like a HP but for each product line with more customized / designed





## New In: Tiffany Lock

Spotted by ROSE in our latest campaign, Tiffany Lock is a collection of bracelets created just for you.

[Discover Your Lock Bracelet](#)

Video on HP