

AllMy jewelry is made of mixed metals and many different elements, some being reclaimed, antique, some pieces new, all in one necklace or bracelet. Kind of an eclectic look, but in a classy way.

For colors I wanted to stay more muted tones, gray, beige, tan, black, charcoal with just tiny bits of colors for pop, or more gold and silver for the pop.

I want a kind of reclaimed feel with warm hints to the website, possibly wood and stone, definitely an old world feel but with a twist of modern influence.

The line of jewelry is targeted for women of age 30-70, who like to really dress their outfit up with jewelry but not stand out too much. For the sophisticated, classy woman.

At this time, the pieces are one of a kind, with very few reproduction pieces. Mostly consist of a necklace, but a few earrings and bracelets available. So once the item has been sold, it should be unavailable to purchase online immediately.

At this time not many pages are needed, there should be a bio page and then pages for necklaces, bracelets and earrings. It is okay to put them on there without the shopping cart available at first, so that I can refer customers to at least take a look at my designs, if that works without extra design.

I do have an instagram page which I am just beginning work on, if you want to check that out.  
Collective Cachet

I would like to get across to customers that these are one of a kind pieces with old and new elements in them, designed to wear everyday, whether they are in jeans or dress, so versatile.

Probably the site that is most like what I am selling is [www.g-uildedgrey.com](http://www.g-uildedgrey.com). Her product is very similar to what I have, but she has a lot of French inspiration, I do also have some French elements in my pieces but do not wish to accent Paris as much since [Guilded Greye](#) I don't do worldly travels as much, Ha!