



Home Shop ▾

1

The text size in the main navigation is on the smaller side. Making it larger can improve site navigation and likely increase sales.

This image below is nice, have you considered having it span the full width of this hero section?

3

Are you Ready To Enter The Vault?

4

I think this brand copy could be elsewhere on the site. OR maybe it could appear on the screen briefly when the page first loads.

5



EARRINGS



NECKLACES



I get the connection between "Unlock" and the "vault" theme – it's a clever twist. However in my experience, it's important that your marketing copy doesn't hinder the user experience. When labeling buttons, straightforwardness should come before creativity. I would recommend integrating the brand's personality in other sections of the site.

Unlock The

We believe our jewelry is designed to bring to life the strength, confidence and attitude of us. Our unique pieces allow you to accentuate your natural beauty and attire yourself with the confidence to take on anything. Every piece will be a reminder to think of the life you desire. Unlock the vault.

Safety Deposit Box N0. 1

6

Again, when it comes to naming things, in my experience its best to opt for clarity over cleverness.

7

Font size could be bigger.

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Language

English

