

The homepage feels similar to the "shop all" section. This could be disorienting to users as it a non-standard practice. One thing you could try is to highlight one bag from each collection and then link to that collection.

2

The images in the carousel go beyond the bottom of some browser windows. This means less savvy shoppers won't know they need to scroll for more.

PRE ORDER Denim WILD CAT

\$98.00

Color:

Denim W

Quantity:

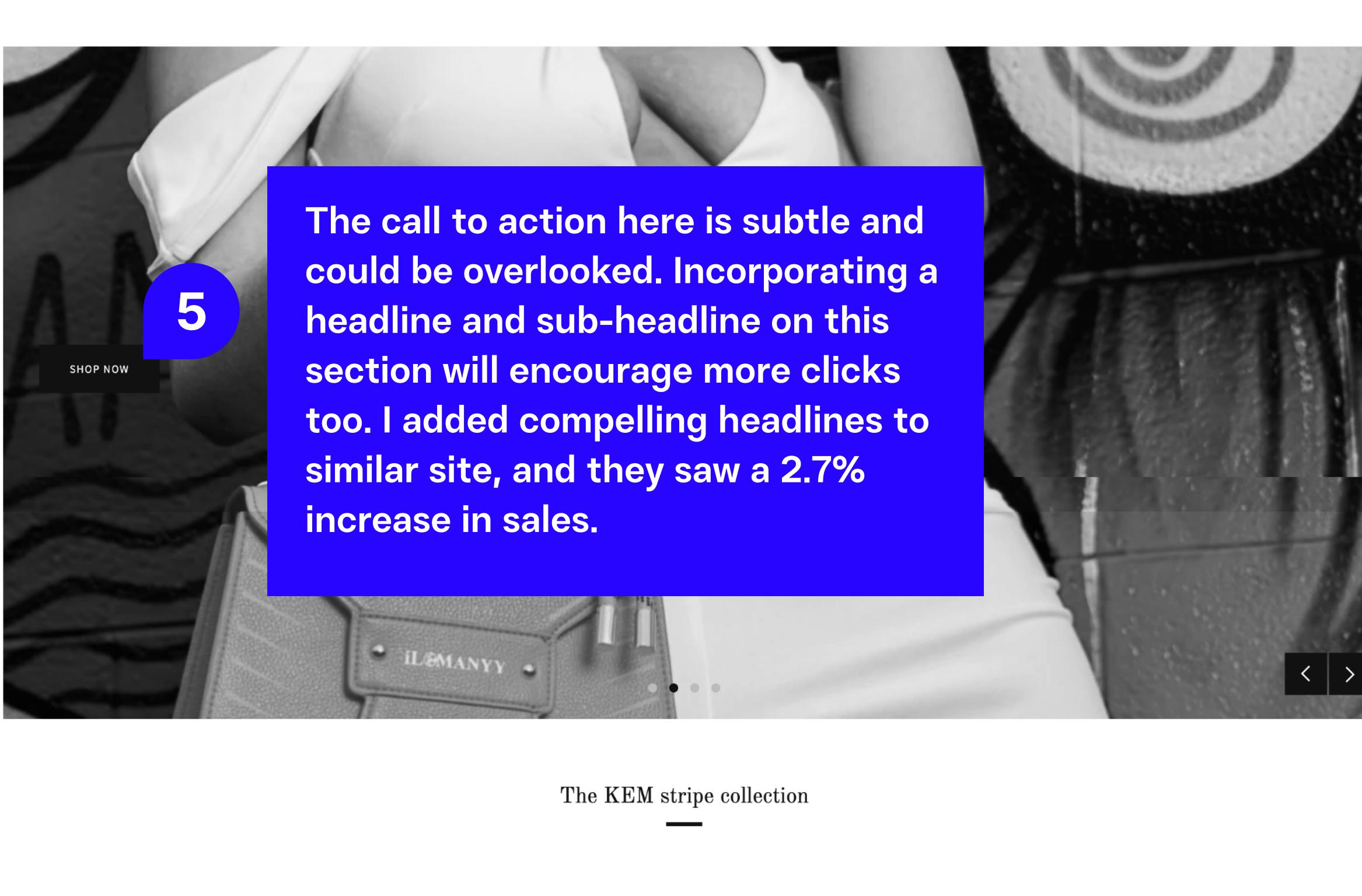
- 1 +

ADD TO CART

Buy with G Pay

More payment options

SHOP ALL



5

The call to action here is subtle and could be overlooked. Incorporating a headline and sub-headline on this section will encourage more clicks too. I added compelling headlines to similar site, and they saw a 2.7% increase in sales.

The KEM stripe collection

