Basic Layout Structure

Width: 100% / Max width 1240px	Header / Nav Row
Width: 100%	Banner Row
Width: 100% / Max width 720px	Hand-Crafted Row
Width: 100%	Featured Row
Margin Padding Width: 100% / Max width 1240px	Products Row (Flickity JS Slider)
Width: 100%	
Width: 100% / Max width 720px	Sign-up Row
Width: 100%	
Width: 100% / Max width 720px	Footer Row