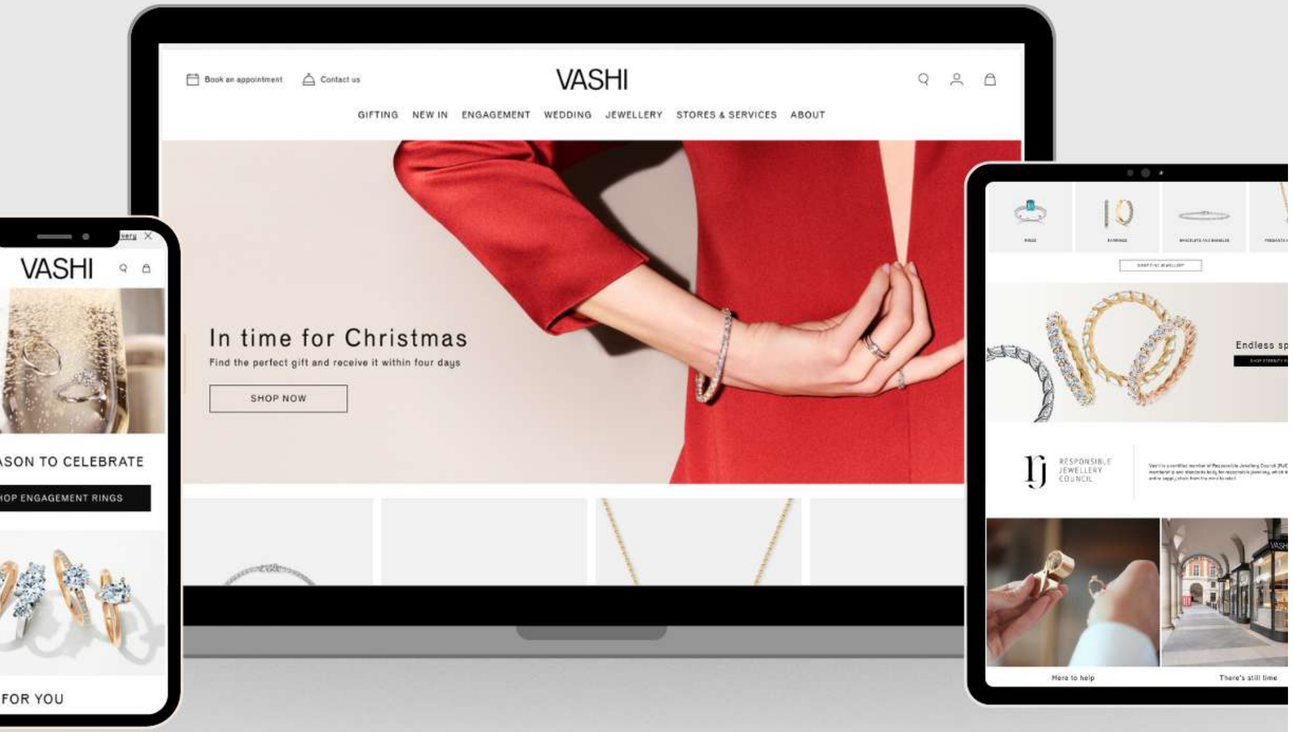
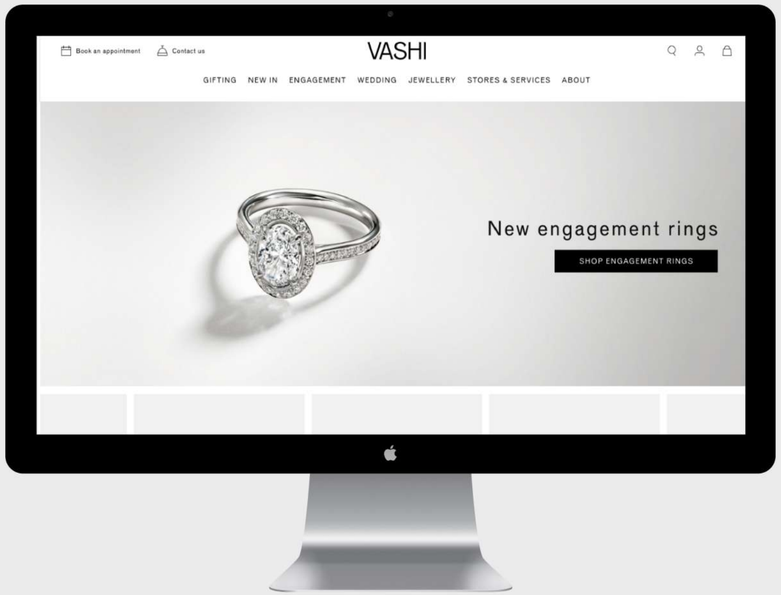


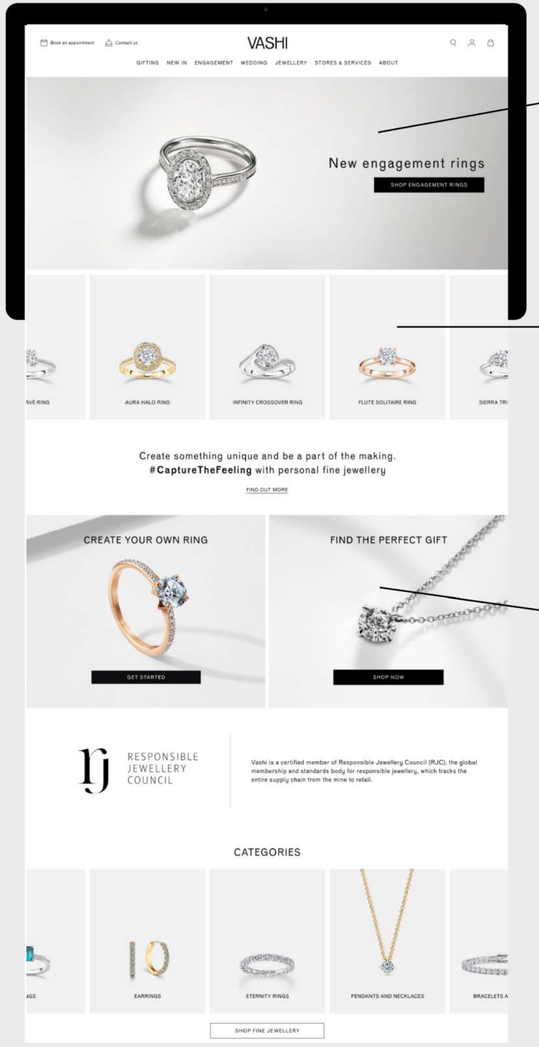
HOMEPAGE REDESIGN

Every two weeks

- Create updated Homepage every 2 weeks.
- Analyse Google Analytics data on Homepage performance in order to make right updates and see what is performing well and what can be changed.
- Find right assets in order to present trading products in the best layout combination
- Process the best user journey



Overall page looks minimalistic and clean, also with the focus on the products.

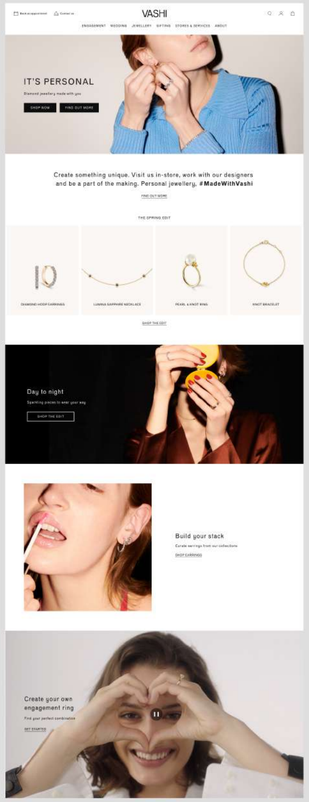


Make design full screen, however make next sections visible, so audience is aware of it being scrollable

New ring designs are featured in th carousel product listing. All are presented in the same deign as in the PLP page, which associates with the step before they proceed to PDP page, with the details of the products.

Additional navigation section has made other categories more accessible and also a way to promote products that are less reachable in the traditional navigation

VASHI
IT'S PERSONAL
SHOP NOW
FIND OUT MORE
Create something unique. Visit us in-store, work with our designers and be a part of the making. Personal jewellery, #MadeWithVashi
FIND OUT MORE
The spring edit
Refresh your jewellery box
SHOP NOW
Day to night
Sparkling pieces to wear your way
SHOP THE EDIT
Build your stack
Curate earrings from our collections
SHOP EARRINGS
Create your own engagement ring
Find your perfect combination
GET STARTED


VASHI
ENGAGEMENT WEDDING JEWELLERY GIFTING STORIES & SERVICES ABOUT
IT'S PERSONAL
Diamond jewellery made with you
SHOP NOW
FIND OUT MORE
Create something unique. Visit us in-store, work with our designers and be a part of the making. Personal jewellery, #MadeWithVashi
FIND OUT MORE
THE SPRING EDIT
DIAMOND HOOP EARRINGS
LUMINA SAPPHIRE NECKLACE
PEARL & KNOT RING
KNOT BRACELET
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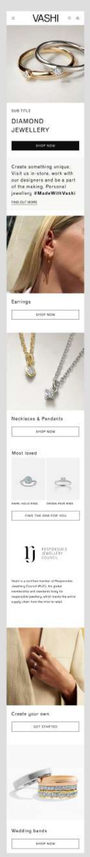
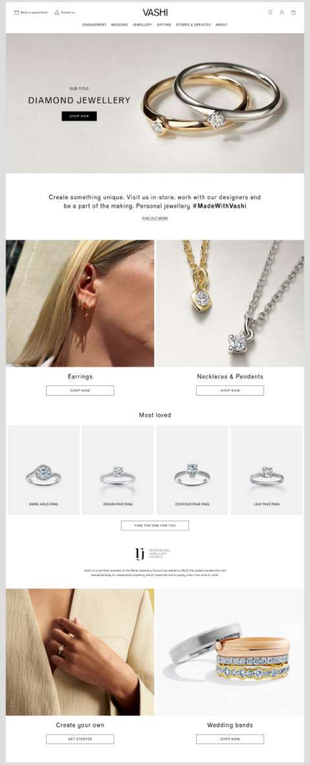

VASHI
SUB TITLE
DIAMOND JEWELLERY
SHOP NOW
Create something unique. Visit us in-store, work with our designers and be a part of the making. Personal jewellery, #MadeWithVashi
FIND OUT MORE
Earrings
SHOP NOW
Necklaces & Pendants
SHOP NOW
Most loved
FIND THE ONE FOR YOU
Create your own
GET STARTED
Wedding bands
SHOP NOW


VASHI
ENGAGEMENT WEDDING JEWELLERY GIFTING STORIES & SERVICES ABOUT
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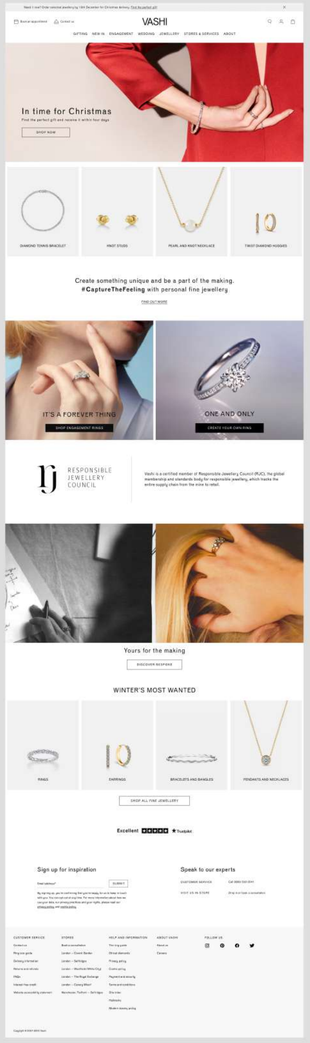
Most loved
DAISY HALO RING
ORIGIN FACE RING
CONTOUR FACE RING
LEAF FACE RING
FIND THE ONE FOR YOU
Create your own
GET STARTED
Wedding bands
SHOP NOW


VASHI
GIFTING NEW IN ENGAGEMENT WEDDING JEWELLERY STORIES & SERVICES ABOUT
In time for Christmas
Find the perfect gift and receive it within four days
SHOP NOW
DIAMOND TENNIS BRACELET
KNOT STUDS
PEARL AND KNOT NECKLACE
TWIST DIAMOND HUGGIES
Create something unique and be a part of the making. #CaptureTheFeeling with personal fine jewellery
FIND OUT MORE
IT'S A FOREVER THING
SHOP ENGAGEMENT RINGS
ONE AND ONLY
CREATE YOUR OWN RING
RESPONSIBLE JEWELLERY COUNCIL
Vashi is a certified member of Responsible Jewellery Council (RJC), the global membership and standards body for responsible jewellery, which tracks the entire supply chain from the mine to retail.
Yours for the making
DISCOVER BESPOKE
WINTER'S MOST WANTED
RINGS
EARRINGS
BRACELETS AND BANGLES
PENDANTS AND NECKLACES
SHOP ALL FINE JEWELLERY
Excellent Trustpilot
Sign up for inspiration
Email address*
SUBMIT
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Drop in or book a consultation
CUSTOMER SERVICE
STORES
HELP AND INFORMATION
ABOUT VASHI
FOLLOW US

VASHI
IN TIME FOR CHRISTMAS
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KNOT STUDS
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TWIST DIAMOND HUGGIE EARRINGS
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By signing up, you're confirming that you're happy for us to keep in touch with you. You can unsubscribe at any time. For more information about how we use your data, see our privacy policy. Unless told not to, we may contact you via post, email, phone or text.
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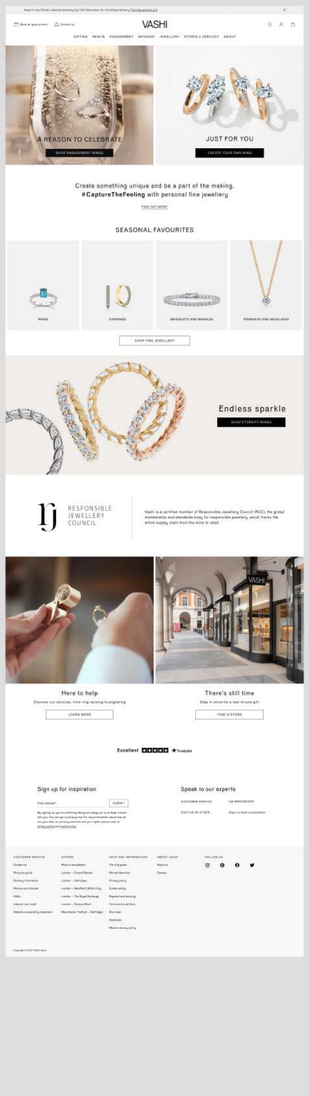
VASHI
A REASON TO CELEBRATE
SHOP ENGAGEMENT RINGS
JUST FOR YOU
CREATE YOUR OWN RING
Create something unique and be a part of the making. #CaptureTheFeeling with personal fine jewellery
FIND OUT MORE
SEASONAL FAVOURITES
RINGS
EARRINGS
BRACELETS AND BANGLES
PENDANTS AND NECKLACES
SHOP FINE JEWELLERY
Endless sparkle
SHOP ETERNITY RINGS
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Sign up for inspiration
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SUBMIT
By signing up, you're confirming that you're happy for us to keep in touch with you. You can unsubscribe at any time. For more information about how we use your data, see our privacy policy. Unless told not to, we may contact you via post, email, phone or text.
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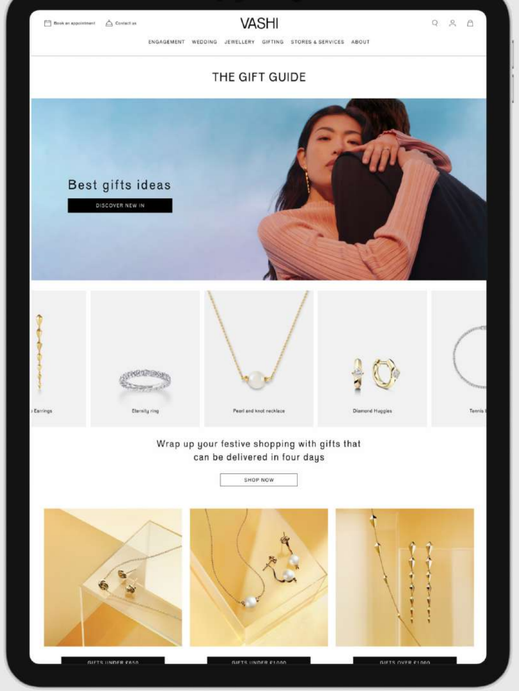
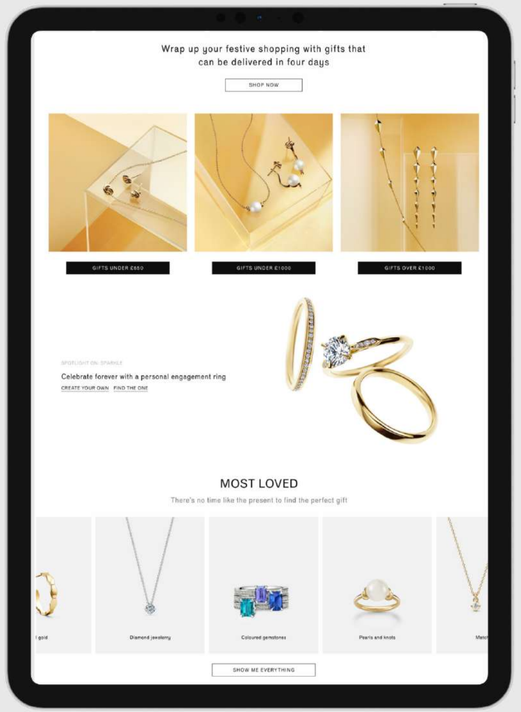
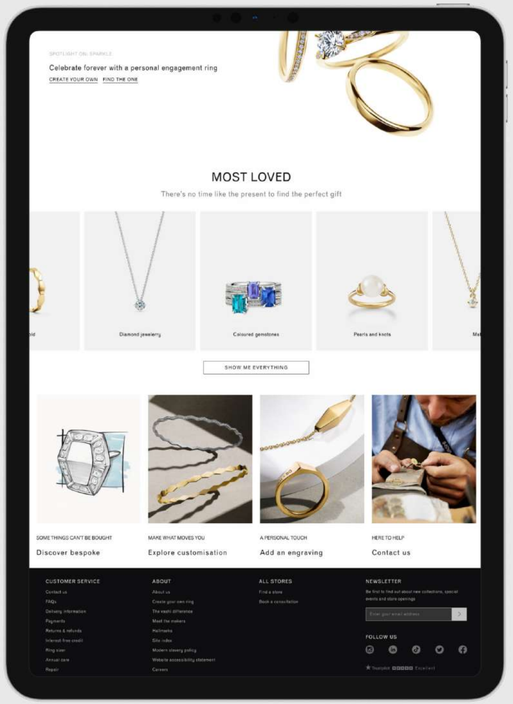
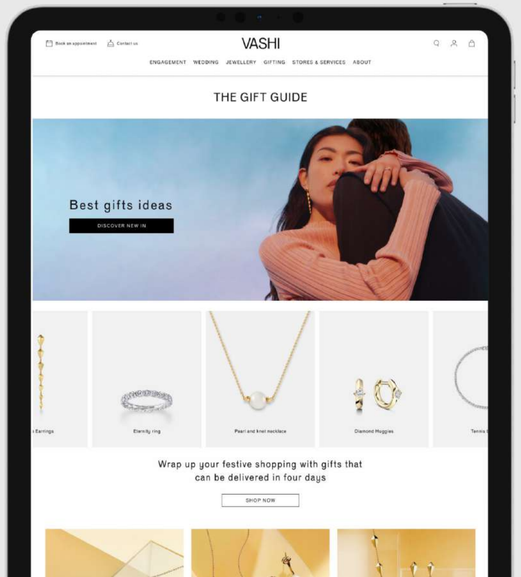




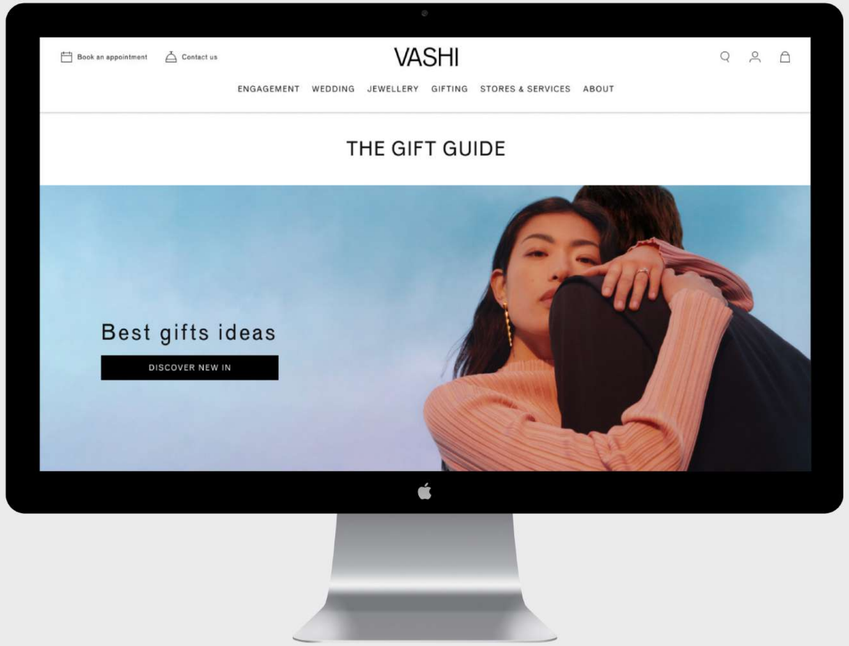


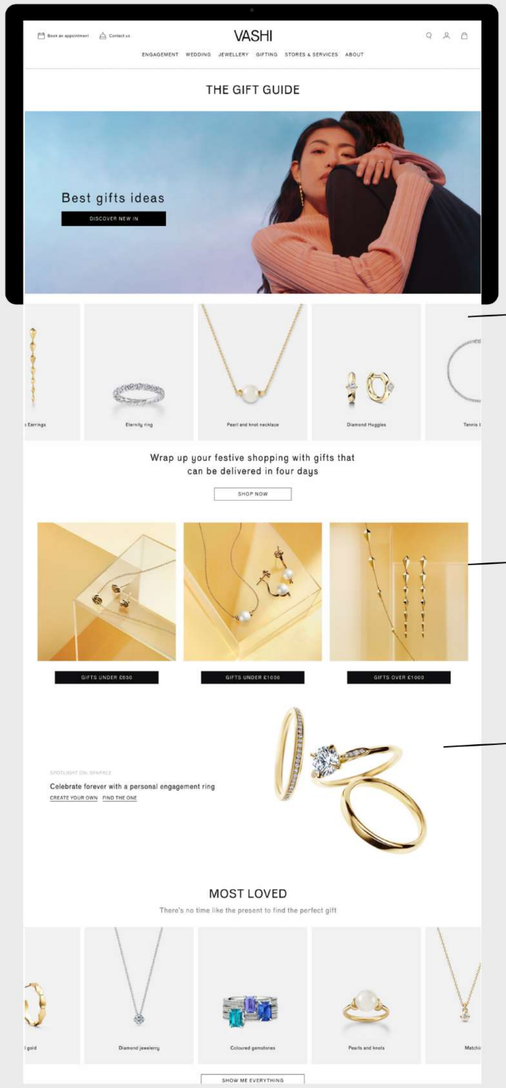


GIFT GUIDE REDESIGN

3 weeks

- Redesign gift guide page for higher engagement
- Analyse Google Analytics data on GG page performance
- Research assets from the present campaigns in order to fit overall goal and feel of the page
- Analyse the best user experience for easier product search

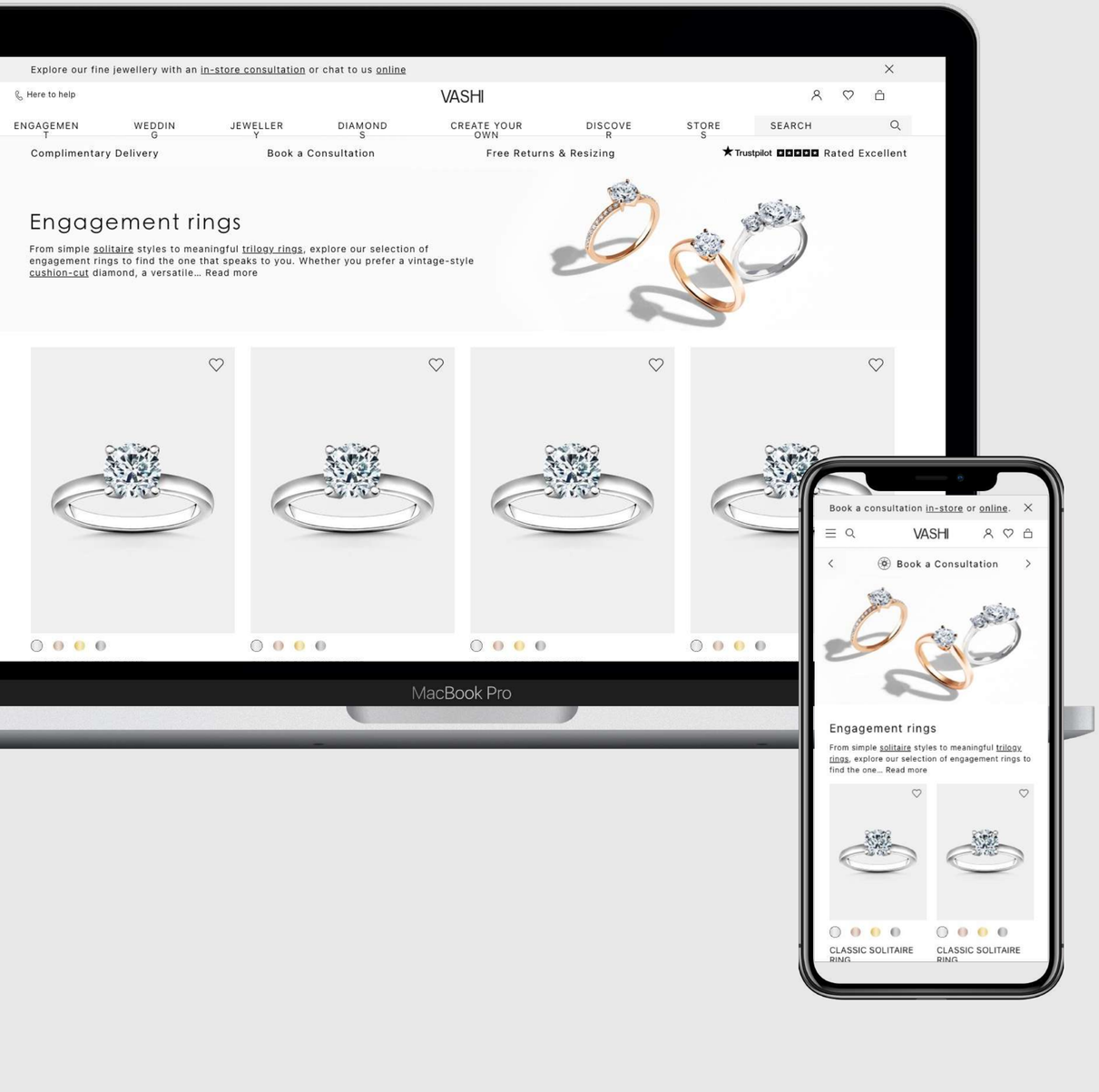




Featured or new product focused

Colour separation by sections for content separation and soft transition

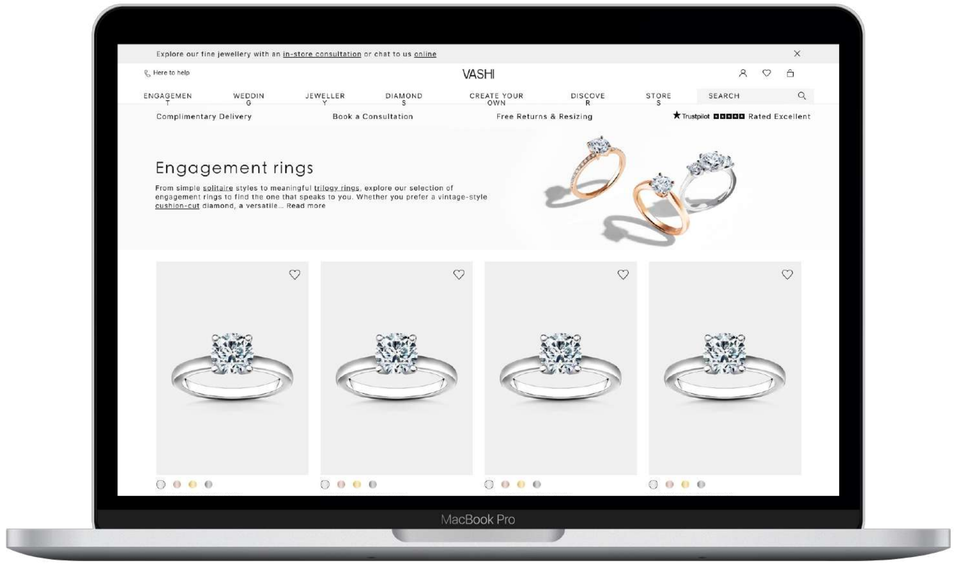
Transparent asset for information focus, however creation of visual transition through falling objects without affecting page load time

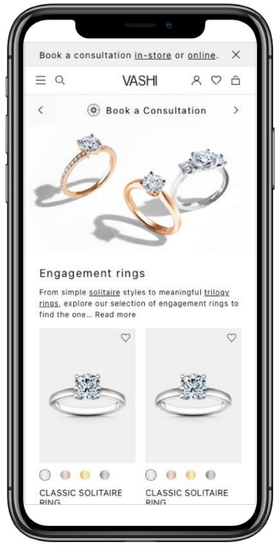


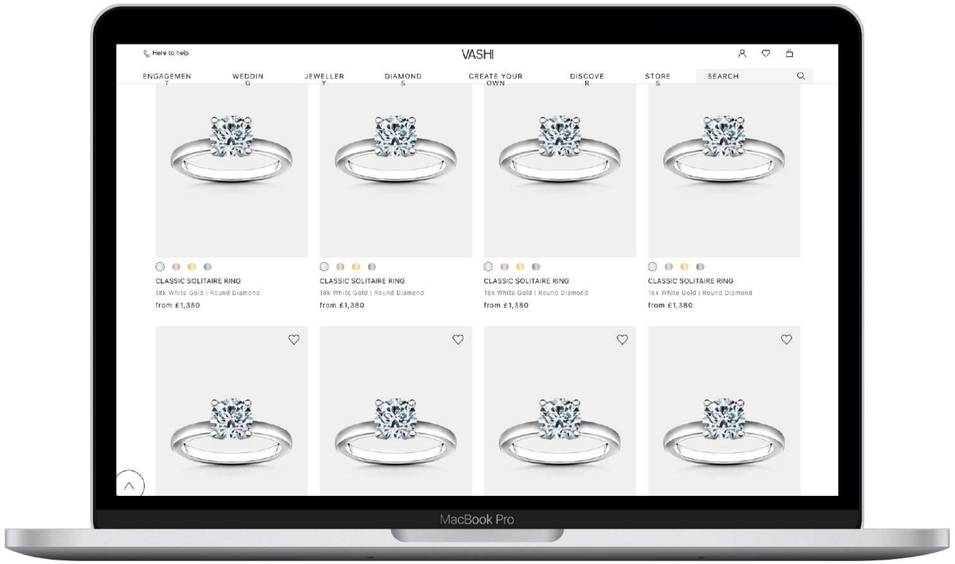
PLP & PDP REDESIGN

4 weeks

- Redesign PLP and PDP pages for better accessibility and better user flow
- Use UX research, made through interview method
- Research on micro-animation possibilities within Magento ecom platform
- Provide the best presentation of the products and accessible description

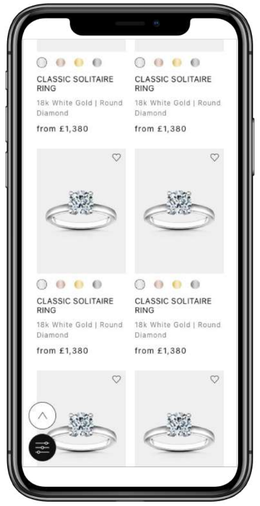


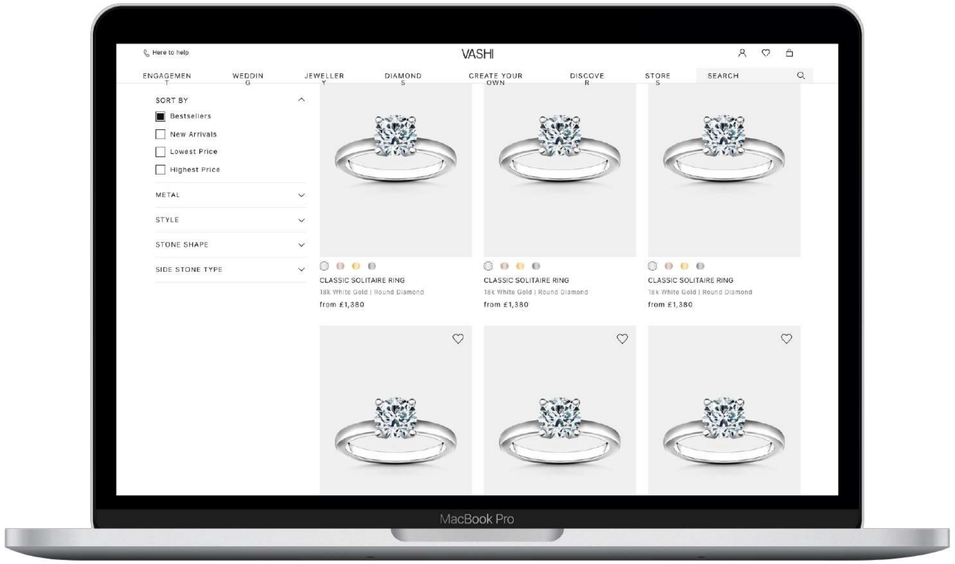


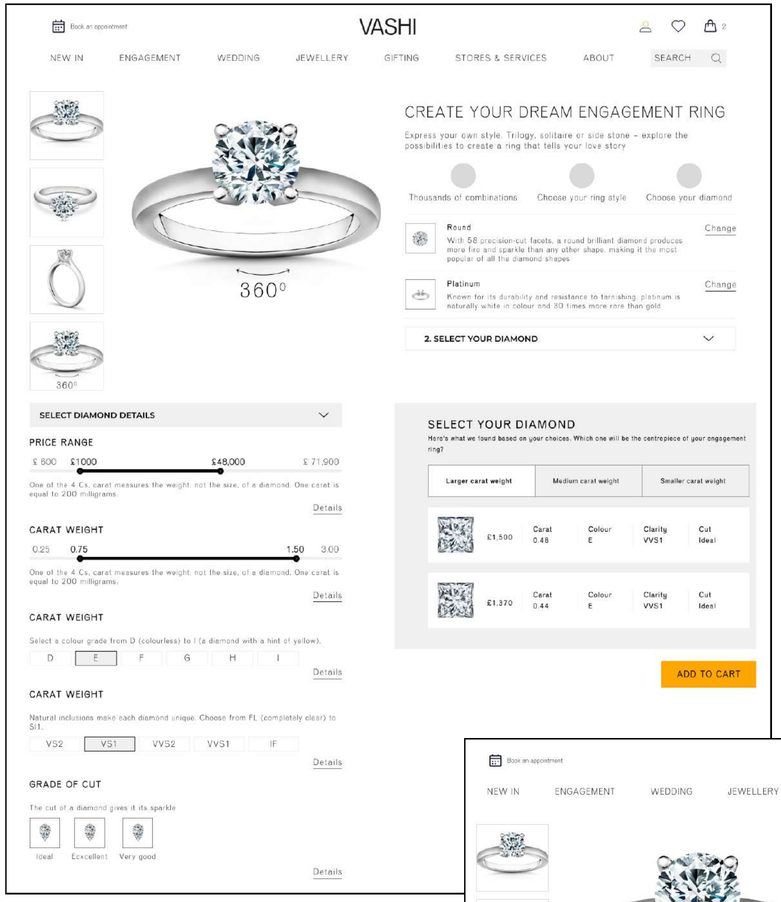


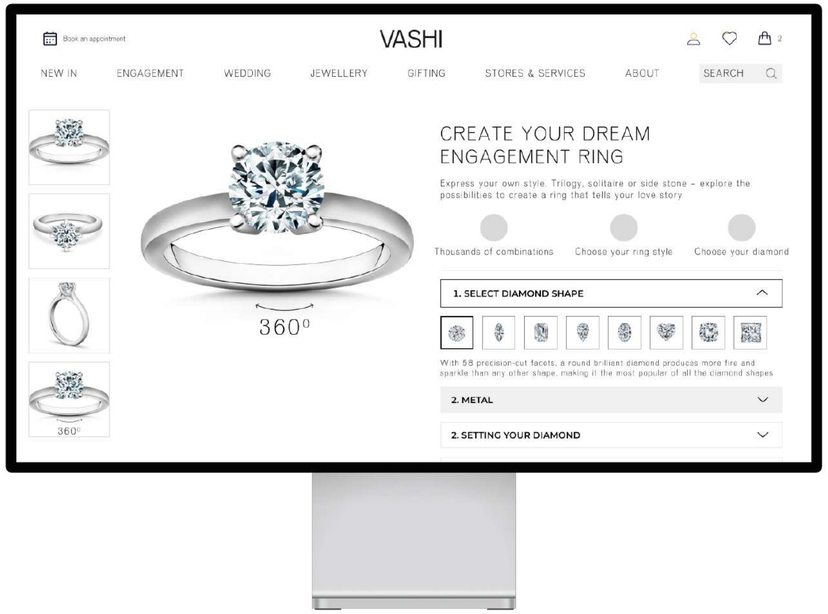
PLP

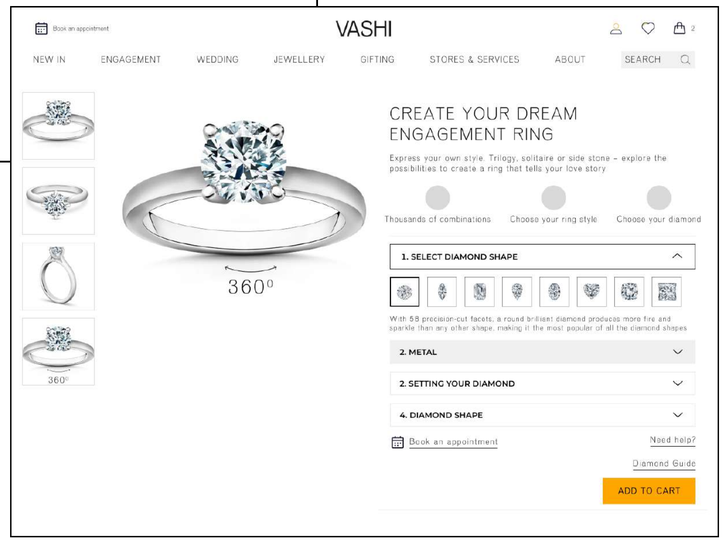
- Provide most space for the product imagery
- Give information and choices of customisation under each product
- Make follow up filter and sorting options throughout the page without taking much space (mobile friendly option)
- Make as much products visible as possible
- Provide introduction to each page for users get aware of where they are on the website and can get used to the website structure easier











PDP and CUSTOMISATION

- Provide options for customisation on the same page as product description
- Make it as accessible as possible through sections and separators
- 360° overview of the product on zoom option
- Drop don sections for easy return and option overview