


Project Notes

ASSIGNMENT

Jewelry start-up required some landing page copy to introduce customers to their brand. Required sections included a summary of benefits and brand story and copy needed to appeal to young professional women.

CREATIVE SOLUTION

Since the accessories market is so competitive, I focused on identifying the problem that Tishi is solving for consumers. I wrote in a friendly, relatable voice that will encourage customers to feel good about their purchase.



We were tired of waiting for a better way to buy jewelry, so we created it! Tishi is the better way to bling—created by jewelry lovers, for jewelry lovers. Below are a few of our features that are quickly distinguishing Tishi as the new standard for jewelry buying.

Get Glam On The Go

Isn't it time your jewelry found you? We think so. That's why we are saying goodbye to hidden gems and bringing the goods straight to your phone. Whether you're commuting from work or processing at the salon, anytime is the perfect time to browse our huge selection of stylish pieces from premium brands. Just swipe right if you like it, swipe left if you don't. It's that simple.

Jewelry That Looks As Good As It Feels To Buy

Experiences that leave you doubting your purchase are so last year. You deserve a buying experience designed for your lifestyle, so we're bringing you thousands of gorgeous expertly selected pieces from world famous brands at affordable prices—all at the touch of your fingertips. Whether you're looking for a piece from Swarovski, Michael Kors, or eager to discover something new, welcome to a new world in which jewelry shopping is finally as fun as wearing the jewelry itself.

Changed Your Mind? That's No Problem With Free Returns.

Sometimes a purchase just doesn't work out. We never want you to stop seeking out your perfect piece so we worked hard to ensure that you can shop confidently knowing that every purchase is backed by a 100% free return policy. If you change your mind, no worries! Just send it back, and you'll get a full refund—no questions asked.

Why Tishi?

As a growing global brand with aspirations to redefine how the world buys bling, we wanted a name that connects the lifestyles and experiences of all of our diverse customers. Borrowed from the Chinese verb meaning "to remind," Tishi embodies what all jewelry lovers from around the globe have in common: we think jewelry is not just an accessory, it's a way of expressing a piece of who we are.

Unlike other jewelry sources, Tishi is finally connecting what you're buying with how you buy it. You're busy, independent, and stylish and it's time to buy jewelry in a way that reflects your lifestyle. Every time you shop with us and wear the jewelry you bought your way, you're reminding yourself that you deserve to express and reward yourself without compromise. The platform that encourages you to express your style in both what you buy and how you buy it is finally here. And with our easy, free return process, there's no reason not to join the Tishi community of jewelry lovers who are ready to start buying better.