

Writing Sample: Website Home Page for a Custom Jewelry Maker

“Jewelry is like the perfect spice. It always complements what’s already there.”

– Diane von Furstenberg

Artifex NC: Contemporary Sterling Silver & Turquoise Jewelry

When it comes to adding to your thoughtfully chosen jewelry collection, you’re not looking for just “any” piece of jewelry.

You’re searching for something a little out of the ordinary . . .

Something casual, yet distinctive, that could only be worn by you . . .

Or maybe an exceptional one-of-a-kind piece to commemorate a special occasion . . .

Jewelry that makes you feel beautiful and completely put together, whether you’re going to a high-end gallery opening or out to pick up takeout on a Tuesday night.

As someone who values originality and doesn’t want to own something everyone else has, you’re willing to hunt down that perfect piece to complement your current collection, your lifestyle, and your singular style.

Welcome to Artifex NC, your home for inspired jewelry designs made with sterling silver and natural American turquoise.

I’m Jan Homan, metalsmith and jewelry maker. I create contemporary jewelry art using gemstones and precious metals.

Each piece is one-of-a-kind, carefully designed and crafted with the modern, sophisticated woman in mind.

My collections include pieces for both special occasions and everyday wear, and feature quality craftsmanship and attention to detail that ensure each piece is built to last.

Learn more about my process, the materials I use and my background **here** [***Bold copy links to About page***] and check out my newest collections right **here**. [***Bold copy links to Collections page***].

{END COPY}
