**Homepage Banner**

**Company Background:** ISC Jewels is a leading provider of high fashion costume (NOT fine) jewelry. Serving the junior mall and specialty chain stores, we constantly have the pulse on trends. We serve the teenage to young adults market through our retail channels, such as; Forever 21, Charming Charlie, Charlotte russe & many more. Some of our latest trends include Boho, metallic tattoos, body jewelry, layered necklaces and much more.

**Examples of high fashion costume jewelry:**

* [**http://www.freepeople.com/necklines/**](http://www.freepeople.com/necklines/)
* [**https://www.nordstromrack.com/shop/Women/Jewelry/Fashion%20Jewelry**](https://www.nordstromrack.com/shop/Women/Jewelry/Fashion%20Jewelry)
* [**http://www.charlotterusse.com/thumbnail/Accessories/Jewelry-Watches/pc/2116/2598.uts**](http://www.charlotterusse.com/thumbnail/Accessories/Jewelry-Watches/pc/2116/2598.uts)
* [**http://www.forever21.com/Product/Category.aspx?br=f21&category=acc\_jewelry&pagesize=60&page=1**](http://www.forever21.com/Product/Category.aspx?br=f21&category=acc_jewelry&pagesize=60&page=1)

**Direction:**

* **Photo size:** 930 X 624 pixels
* **JPEG**
* Sourcing and/ or creating key elements (prints, typography, photos)
* Establish a graphic theme, colors, background image, patterns, fonts, etc. that represents the business and the products we sell
* Sleek design with high fashion in mind
* White/ light color background
* Display ISC Jewels with cool, high fashion font
* Underneath ISC Jewels write “a division of Shalom Int Corp”