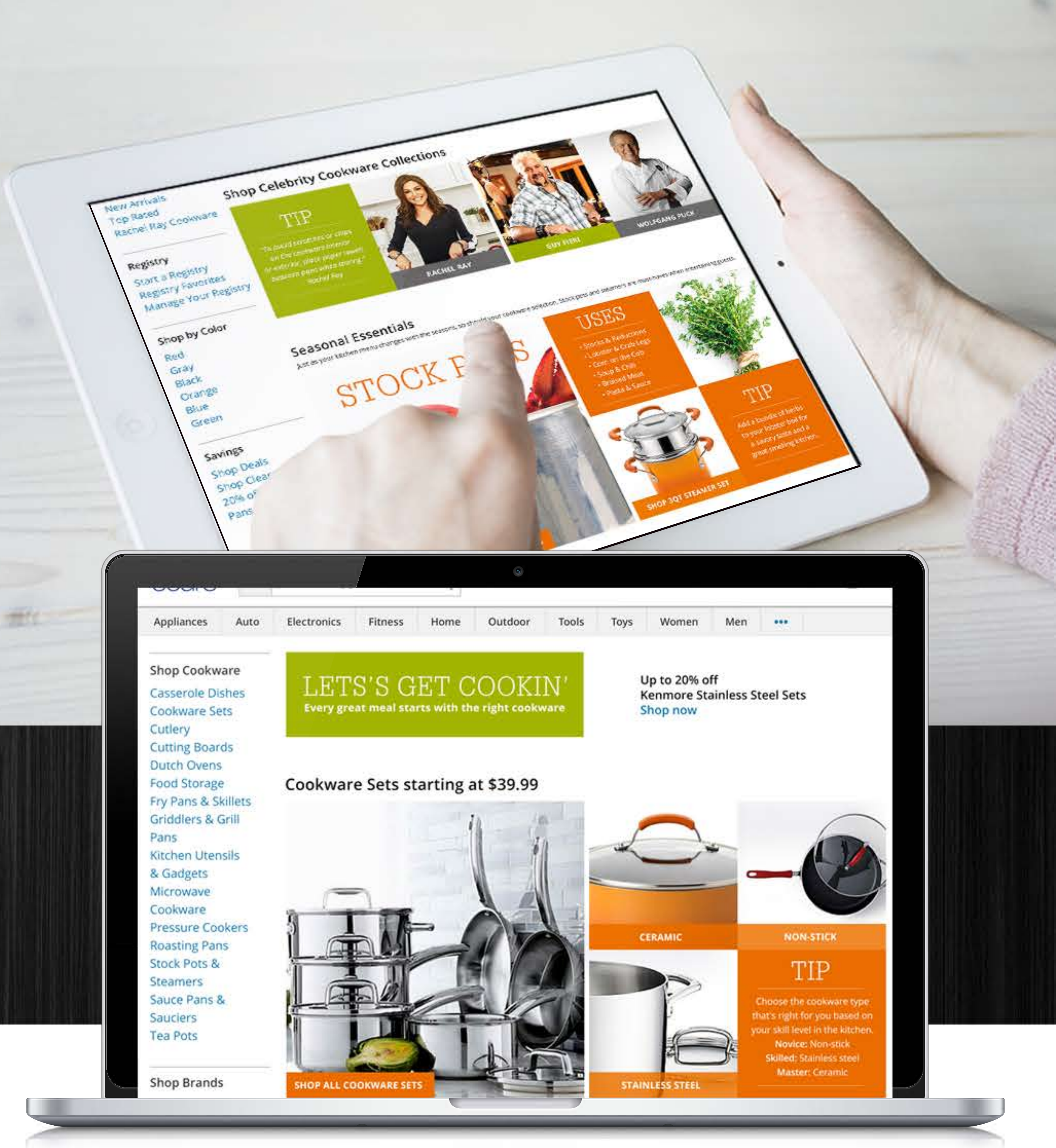


FONT: GLYPHA 45 LIGHT

“To avoid scratches or chips on the cookware interior or exterior, place paper towels between pans when storing.”
 - Rachel Ray

COLOR STORY



Cookware Page

The product page was redesigned with more color and richer content, and more liberties were taken with layout and typography. In the hopes of providing a more elevated experience to our customers, A/B Testing is being conducted to measure its performance. Once the tests are complete, a summary of data will be collected and what is effective will then be determined.