<u>**Website Brief:**</u>

1. **Choose a clean framework** ; that lets your visuals breathe. No clutters. Minimal. Lots of white space. Begin with a **full-width, high-quality image** that delivers immediate visual impact—balanced by subtle, sophisticated typography.

2. **Prioritize Portfolio**—strong, full-width images with minimal overlays or text.

3. **Navigation & User Flow: Use restrained navigation**— Few pages - Minimal

- **Home / About us / Services / Portfolio/ Why us / Contact us**

4. Keep your navigation bar uncluttered—possibly a minimal hamburger menu on mobile and simple links on desktop.

5. **Implement visual techniques** such as:

- Before/after sliders (Bold Interior Group style : https://www.boldrm.com/services

- Hover effects and subtle animations (Ref : Irina : https://markovskaia.ru/en/

- Aesop: https://www.aesop.ae/products/cythera-aromatique-room-spray

- **Curated font combinations (serif + sans-serif for contrast,** as seen in Irina's site : https://markovskaia.ru/en/

6. Consistent Visual Language

- Maintain a unified color palette—neutrals like off-whites, soft grays, with perhaps an accent color (e.g., muted gold or taupe) for buttons and highlights.

- Stick to a few fonts and button styles to create a refined and cohesive look.

<u>References :</u>

https://www.kpsworld.com/services/

https://markovskaia.ru/en/

https://www.boldrm.com/services

https://arcr.ru/

https://www.aesop.ae/products/cythera-aromatique-room-spray

https://www.bashhesnef.com/

Structure for Your Website
1. **Landing Section**
   o Full-screen hero with tagline—e.g., "Refined Interiors, Effortless Fit-Outs."
   o High-quality visual (maybe a recent flagship project).
2. **Portfolio Preview**
   o Grid/gallery of projects; large, clickable images with hover title overlays.
   o Or use a "Before & After" slider for signature projects.

3. **Signature Philosophy** : Brief, elegantly styled text that illustrates your "minimal, luxurious, functional" design ethos.
4. **Services Snapshot**
   - Icons or simple visuals paired with short descriptions
5. **Featured Project or Case Study**
   - One standout project presented with immersive imagery, project overview, and key stats (timeline, scale, outcome).
6. **About Us Profile**
   - A short founder story, design principles, maybe an office or team snapshot—keep it visual and sincere.
7. **Contact / Inquiry Section**
   - Clean form or direct email link. Offer downloadable brochure or consultation scheduling for added value.

Summary

Element	Recommendation
Layout:	Minimal, grid-based, ample whitespace
Typography:	Serif headings + clean sans-serif body
Imagery	Large, edge-to-edge, high-res
Effects	Subtle hover/scroll transitions
Navigation	Simple, intuitive, minimal links
Color Palette	Neutrals + one subtle accent
Function	Showcase projects, philosophy, services with clarity