



ASHFORD & GREY
Refined beauty, thoughtfully crafted.

CHOOSE YOUR SALON

Miami Beach

Boca Raton

Manhattan

London

Manchester

Alderley Edge

Ashford & Grey

CONCEPT WEBSITE SPECIFICATION

Fully built concept website — tested and performance-verified on production infrastructure.

● CONCEPT SITE ● PERFORMANCE TESTED ● MOBILE READY ● ACCESSIBILITY VERIFIED



Designed & Built by



Custom website design, development, and management.
No templates. No themes. Hand-built for your business.

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At a Glance

- **Purpose:** Luxury multi-location salon booking platform with integrated appointment system and payment processing
- **Locations:** 6 international locations (Miami Beach, Boca Raton, Manhattan, London, Manchester, Alderley Edge)
- **Deployment:** Production-hosted on Cloudflare Pages with edge-optimised delivery across 300+ global data centres
- **Target Use:** Premium service businesses requiring location-based booking, stylist selection, and secure payment handling
- **Core Strengths:** Purpose-built, framework-free frontend. Sub-second load times, 100/100 Lighthouse scores, fully responsive design
- **Customisation:** Token-based design system — colours, typography, spacing, and branding are fully configurable without touching structural code

User Journey

1. Choose Location

Select from 6 international salon locations. Clean, minimal interface with no distractions.

2. Browse Gallery

Location-specific hero imagery, stylist profiles with portfolio showcase and specialisation details.

3. Book Appointment

Select stylist, service, date and time slot. Real-time availability with conflict prevention.

4. Confirm & Pay

Stripe-secured deposit for premium services. Email confirmation with full appointment details.

Live Performance Snapshot

Measured using Google Lighthouse on a live, production-hosted instance. These are not simulated or cached results — they reflect real-world performance as experienced by visitors.

Location Selection Page



Metric	Desktop	Mobile
First Contentful Paint	0.2 s	0.8 s
Largest Contentful Paint	0.3 s	0.9 s
Total Blocking Time	0 ms	0 ms
Cumulative Layout Shift	0	0
Speed Index	0.6 s	0.8 s

Gallery Page (London)



Metric	Desktop	Mobile
First Contentful Paint	0.3 s	0.8 s
Largest Contentful Paint	0.5 s	0.9 s
Total Blocking Time	0 ms	0 ms
Cumulative Layout Shift	0	0
Speed Index	0.3 s	0.8 s

Scores measured 5 February 2026 using Lighthouse v12 via Chromium. Results may vary slightly based on network conditions and server load. Verify independently at pagespeed.web.dev.

Real-World Behaviour

What the numbers don't tell you — how the site actually feels to use.

Instant Initial Load

Pages render in under a second. No loading spinners, no skeleton screens, no progressive hydration delays. Content appears immediately.

Stable Layout

Zero cumulative layout shift across all pages. Content doesn't jump, reflow, or rearrange as assets load. What renders first stays where it is.

Smooth Navigation

Page transitions are clean and immediate. No framework routing delays, no JavaScript bundle parsing between pages.

Responsive Across Devices

Tested on desktop, tablet, and mobile. The design adapts naturally — no breakpoint-induced layout breaks or hidden content.

Consistent Interactions

Booking modals, gallery scrolling, and navigation all respond predictably. No janky animations or delayed click responses.

Lightweight Delivery

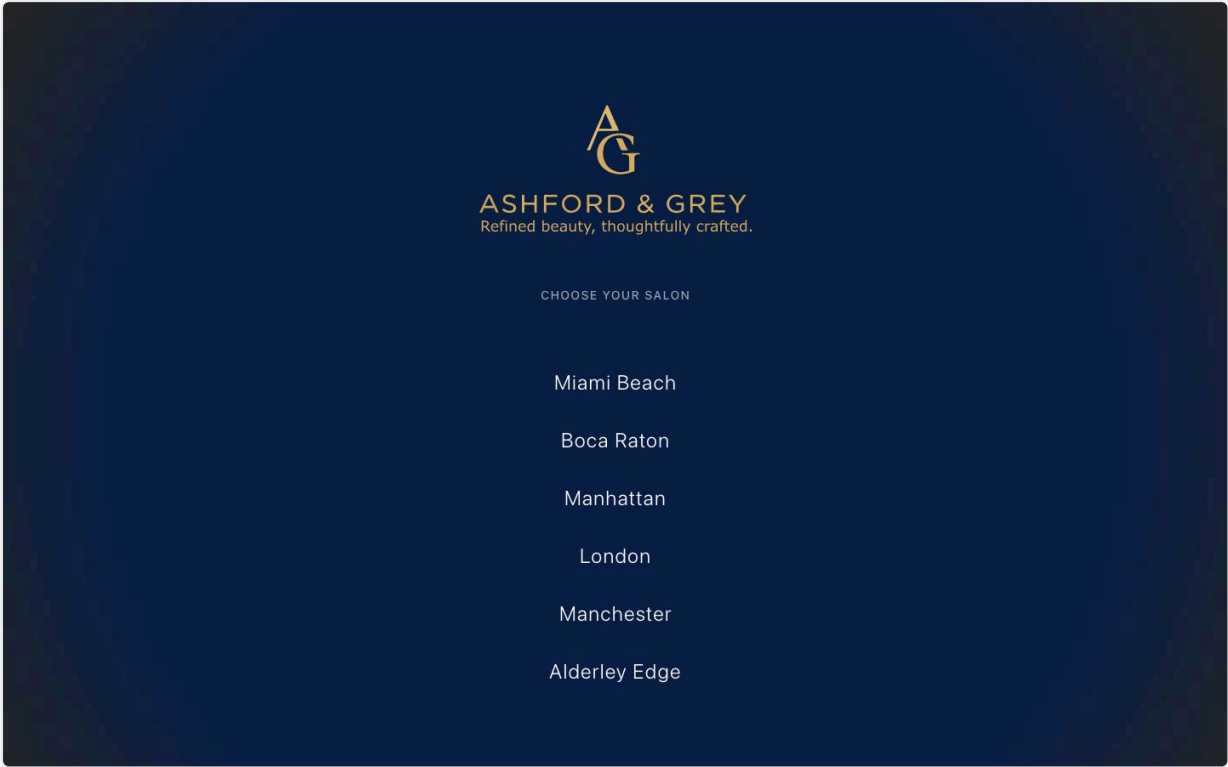
Purpose-built, framework-free frontend to minimise overhead and maximise performance. The site loads what it needs and nothing else.

Why This Matters

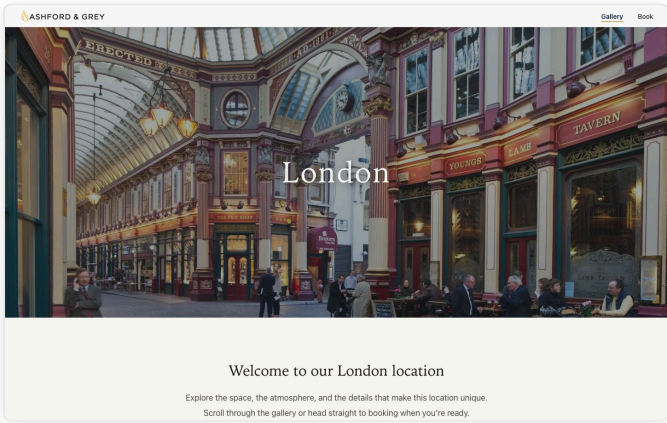
Faster booking = fewer abandoned appointments. Stable layout = fewer mis-clicks. Lightweight delivery = works reliably on mobile data.

Visual Reference

Real screenshots from the live production site. What you see here is what visitors experience.



Location Selection — Clean entry point with immediate access to all 6 salons



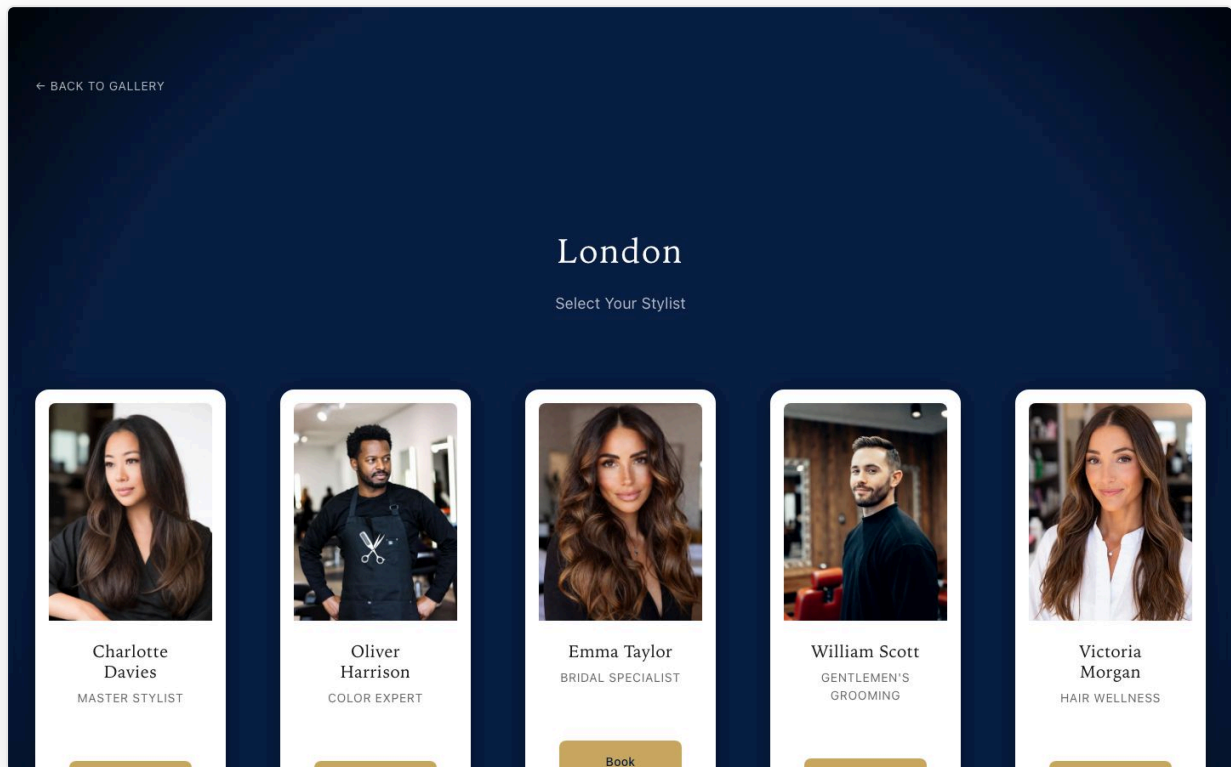
London Gallery — Location-specific hero with stylist showcase



Miami Beach Gallery — Each location has its own visual identity

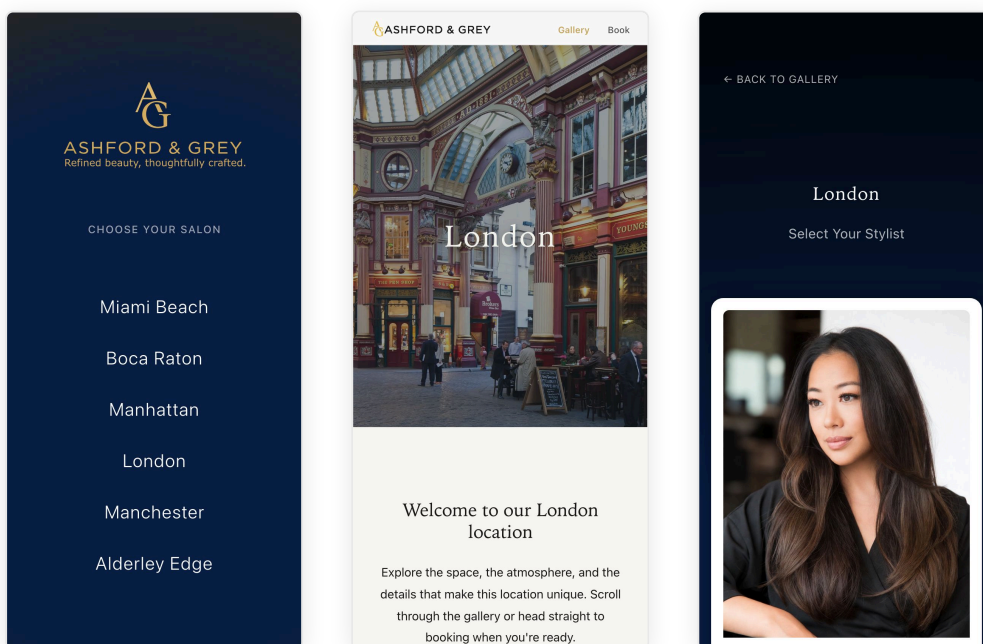
Visual Reference

Booking Experience



Stylist Selection — Card-based layout with specialisation tags and direct booking

Mobile Experience



Location Selection

Gallery View

Booking Flow

Mobile-first responsive design. No content is hidden or degraded on smaller screens.

Functional Overview

Front-End

- Fully responsive layout system across all breakpoints
- Token-based design system (colours, typography, spacing)
- Location-specific gallery pages with hero imagery
- Stylist profile cards with portfolio and specialisation
- Film-strip image carousel for stylist work
- Interactive booking modal with date/time selection
- Cookie consent management
- Sitemap navigation modal
- SEO-optimised semantic HTML structure
- Accessible markup (ARIA labels, focus management)

Back-End & Infrastructure

- Cloudflare Pages Functions (serverless API)
- D1 database (SQLite at the edge) for bookings
- Real-time slot availability with conflict prevention
- Multi-hour service blocking (e.g. 3hr service blocks 3 slots)
- Stripe Checkout integration for secure deposits
- Email confirmations via Resend API
- SMS notifications via Twilio (optional)
- Rate limiting (3 bookings/hour per email)
- Edge-deployed across 300+ Cloudflare data centres
- Automatic SSL/TLS with HTTPS enforcement

"This concept site reflects a real, working implementation — built to production standards."

Service Catalogue

Free / Pay-on-Day Services

Haircut, Styling, Hair Treatment, Consultation — book directly without payment processing.

Deposit-Required Services

Color Service, Balayage, Bridal Styling, Extensions — secure deposit via Stripe, balance on the day.

Technical Foundation

Enough to reassure technical stakeholders. Not enough to bore everyone else.

Purpose-Built Frontend

Framework-free HTML, CSS, and vanilla JavaScript to minimise overhead. No React, Vue, or Angular — what ships is what was written.

Layered CSS Architecture

5-layer design system: Tokens, Typography, Layout, Components, Pages. Maintainable, portable, and scalable.

Edge-First Deployment

Cloudflare Pages with Functions at the edge. Static assets served from the nearest data centre. API calls execute in the same region as the visitor.

Clean, Documented Codebase

Architecture rules enforced across the project. Consistent naming, clear file structure, separation of concerns throughout.

Technology Stack

- **Front-End:** HTML5, CSS3, Vanilla JS
- **Back-End:** Cloudflare Pages Functions (TypeScript)
- **Database:** Cloudflare D1 (SQLite at the edge)
- **Payments:** Stripe Checkout
- **Email:** Resend API
- **Hosting:** Cloudflare Pages (global CDN)

Security & Compliance

HTTPS Enforced

All traffic encrypted with TLS 1.3. Automatic certificate provisioning and renewal via Cloudflare.

Secure Payment Handling

Card details never touch the server. Stripe Checkout handles all PCI-DSS compliance requirements.

No Unnecessary Tracking

No analytics scripts, no tracking pixels, no third-party cookies. Cookie consent handles only essential storage.

Rate Limiting

API endpoints enforce rate limits to prevent abuse. Maximum 3 bookings per hour per email address.

Customisation Potential

Branding

Colours, fonts, logos, and visual identity are driven by a central token system. Change once, applied everywhere.

Layouts

Page structures are component-based and modular. Sections can be reordered, added, or removed independently.

Features

The booking system, payment integration, and notification channels are each independently configurable.

Industry Tailoring

While built for a salon, the location-based booking pattern adapts to clinics, spas, studios, consultancies, and any multi-site service business.

"What you've viewed is a baseline — not a limitation."

Deployment & Handover

Hosting Options

- Deployed and managed on your behalf (recommended)
- Deployed to your own Cloudflare account
- Adapted for alternative hosting (Vercel, Netlify, AWS)
- Self-hosted on your own infrastructure

What's Included

- Full source code ownership
- Architecture documentation
- Database schema and migration scripts
- Deployment configuration (wrangler.toml)
- Build scripts and developer setup guide

Ideal Use Cases

Rapid Product Launch

Skip the months of discovery and development. A production-ready foundation is already built.

Stakeholder Demos

Show investors and decision-makers a live, working product — not wireframes or Figma files.

Platform Replacement

Replace an outdated or underperforming website with something measurably faster and more reliable.

Foundation Build

Start with a proven, tested base and extend it. Better than building from scratch.

Investment

A transparent breakdown of what's included and what it costs. No hidden fees, no surprise invoices, no scope creep.

Item	Monthly	Setup
Growth Plan	£100	£0
Additional Locations (5)	£175	£1,000
Booking System Setup (6 locations)	—	£300
Stripe Setup (6 locations)	—	£240
Additional Staff (24)	£360	—
Newsletter Popup	—	£50
Booking Archive (1 year)	£15	—

Monthly

£650/month

Setup

£1,590

Setup fee waived during launch offer

What This Would Cost Elsewhere

Provider	Estimated Cost
DIY (Squarespace + Acuity + custom dev)	£300–500/month + £5,000–15,000 build
UK Freelancer	£8,000–20,000 build + £300–600/month retainer
Agency	£15,000–40,000 build + £500–1,500/month

What's included in the monthly: Hosting, SSL, CDN, monitoring, maintenance, backups, email support, and ongoing performance optimisation.

UK prices include VAT. US prices include applicable state sales tax. Prices valid at time of document generation and subject to the scope described in this specification.

Investment – USD

A transparent breakdown of what's included and what it costs. No hidden fees, no surprise invoices, no scope creep.

Item	Monthly	Setup
Growth Plan	\$130	\$0
Additional Locations (5)	\$230	\$1,300
Booking System Setup (6 locations)	—	\$390
Stripe Setup (6 locations)	—	\$310
Additional Staff (24)	\$470	—
Newsletter Popup	—	\$65
Booking Archive (1 year)	\$20	—

Monthly

\$850/month

Setup

\$2,065

Setup fee waived during launch offer

What This Would Cost Elsewhere

Provider	Estimated Cost
DIY (Squarespace + Acuity + custom dev)	\$390–650/month + \$6,500–19,500 build
Freelancer	\$10,400–26,000 build + \$390–780/month retainer
Agency	\$19,500–52,000 build + \$650–1,950/month

What's included in the monthly: Hosting, SSL, CDN, monitoring, maintenance, backups, email support, and ongoing performance optimisation.

US prices include applicable state sales tax. Prices valid at time of document generation and subject to the scope described in this specification.

Next Steps

You've seen the live site. You've checked the scores. Here's what happens next.

Visit the Live Site

ashford-and-grey.pages.dev

Verify Performance

pagespeed.web.dev

Book a Walkthrough

Guided tour of features and customisation options

Request a Quote

Tailored to your requirements and timeline



Ready to talk?

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Designed & Built by



Custom website design, development, and management.
No templates. No themes. Hand-built for your business.

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