



**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

# At a Glance

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- **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



PERFORMANCE



ACCESSIBILITY



BEST PRACTICES



SEO

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)



PERFORMANCE



ACCESSIBILITY



BEST PRACTICES



SEO

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 4 February 2026 using Lighthouse v12 via Chromium. Results may vary slightly based on network conditions and server load. Verify independently at [pagespeed.web.dev](https://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

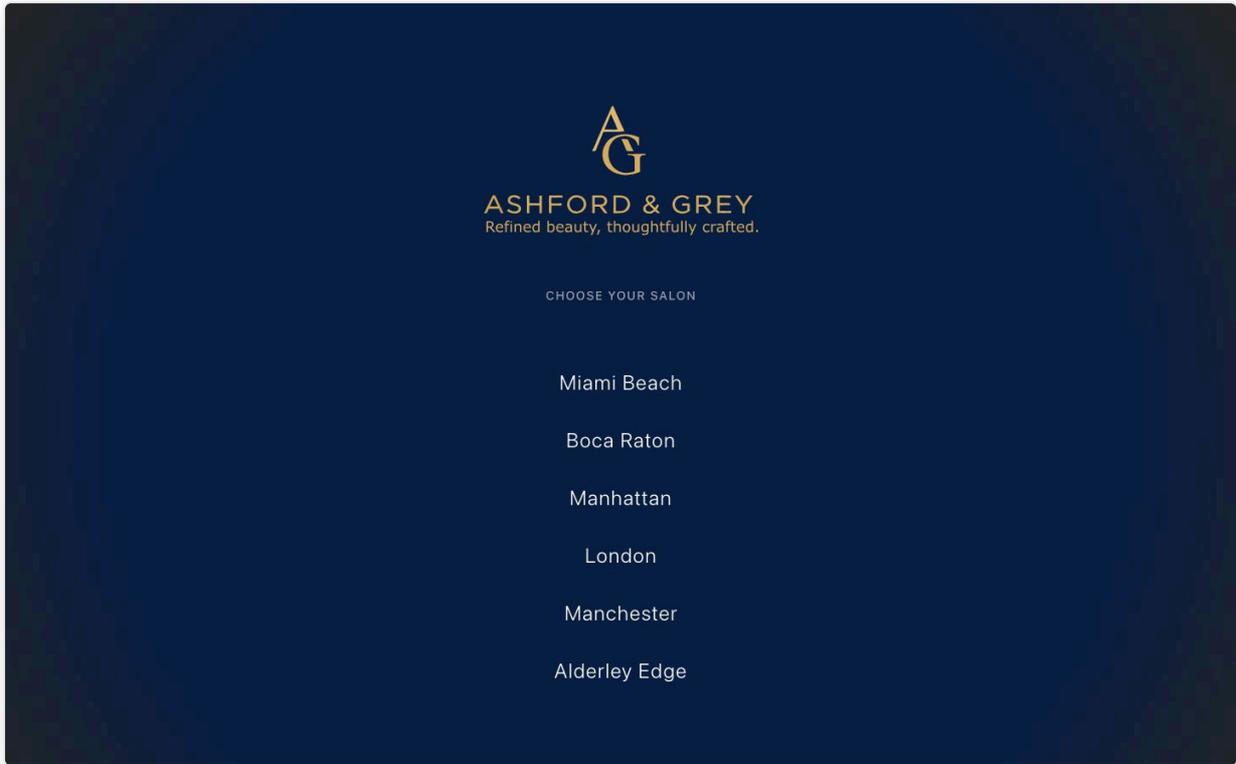
Purpose-built, framework-free frontend to minimise overhead and maximise performance. The site loads what it needs and nothing else.

## Why This Matters

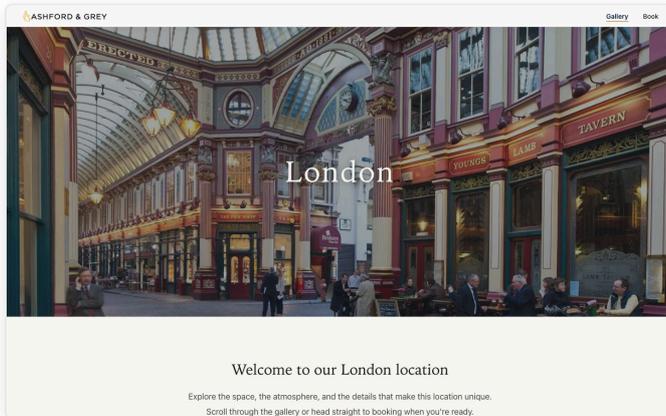
Faster booking = fewer abandoned appointments. Stable layout = fewer mis-clicks. Lightweight delivery = works reliably on mobile data.

# 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



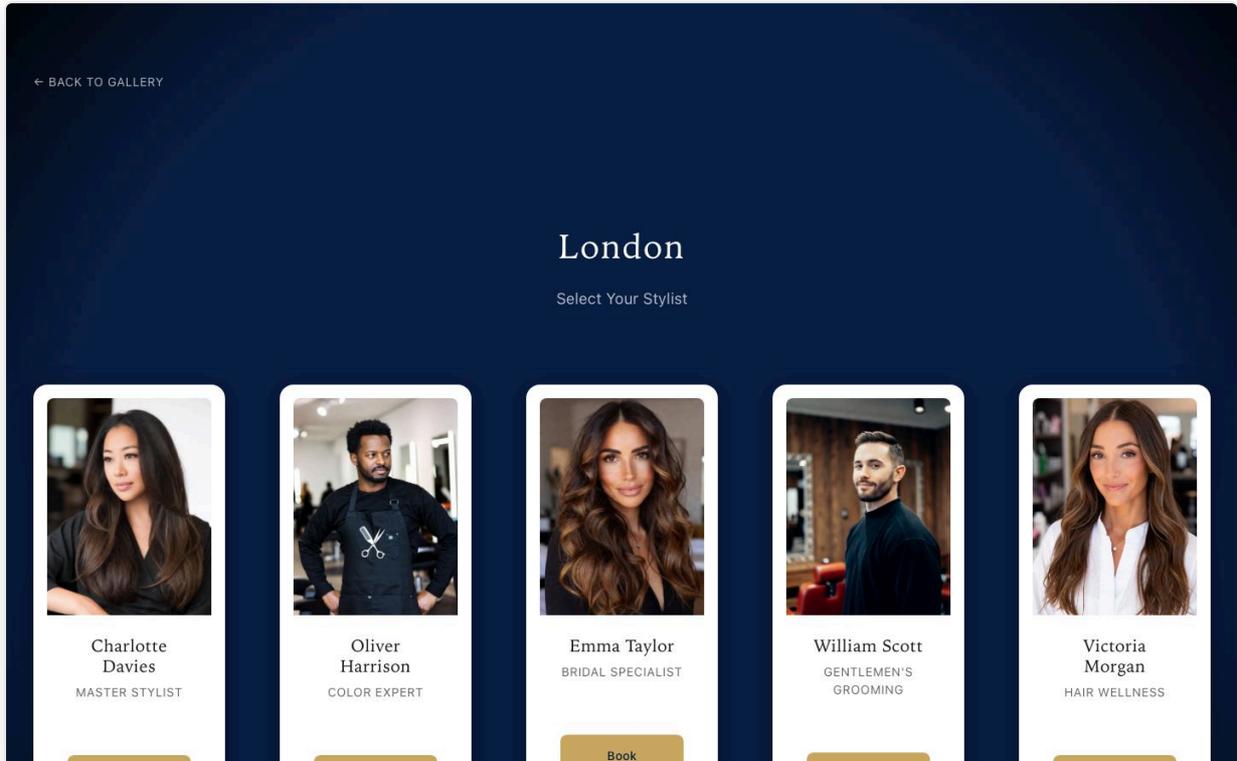
London Gallery — Location-specific hero with stylist showcase



Miami Beach Gallery — Each location has its own visual identity

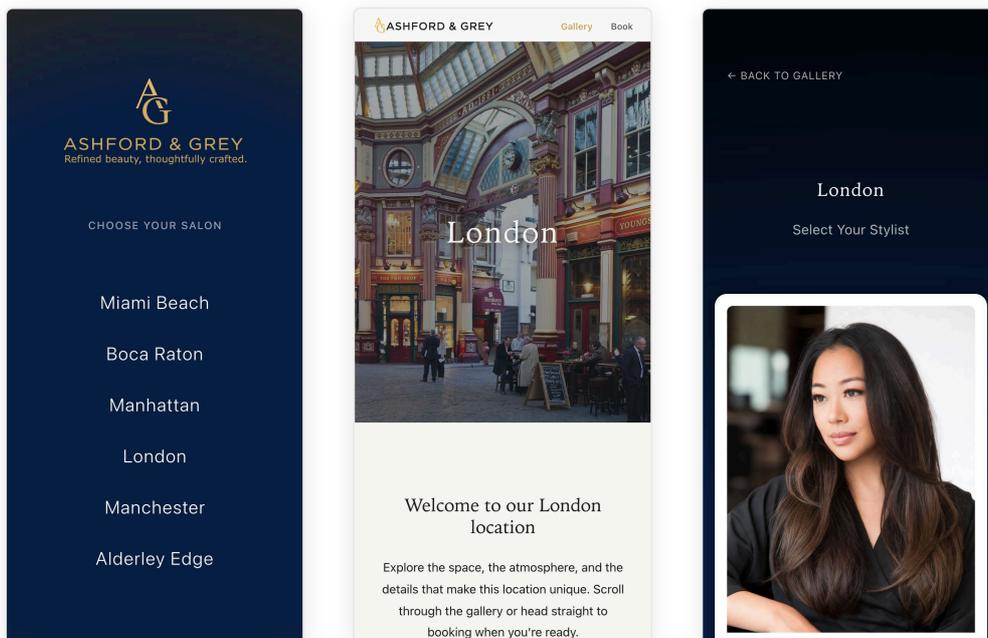
# Visual Reference

## 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.

## 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](http://ashford-and-grey.pages.dev)

### Verify Performance

[pagespeed.web.dev](http://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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