

INDEPENDENT PORTFOLIO CONCEPT

# AURELIS

Premium Restaurant Website

MICHELIN STARRED MAYFAIR, LONDON

## Case Study

A premium editorial-style restaurant landing page built as an independent web design portfolio piece. The concept focuses on refined visual storytelling, menu presentation, chef identity, reservation flow, and a polished luxury hospitality feel.

An evening  
around flavour.

Contemporary fine dining inspired by seasonality, craftsmanship and unforgettable moments.

|              |                                             |
|--------------|---------------------------------------------|
| PROJECT TYPE | Luxury restaurant landing page              |
| ROLE         | UI / Web Design / Visual Presentation       |
| STYLE        | Editorial, elegant, dark luxury aesthetic   |
| LIVE SITE    | premium-restaurant-landing-page.netlify.app |

OWNER

Artisanal Hospitality Group

LOCATION

Mayfair, London, UK

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MICHELIN GUIDE

Two Stars, 2023

# Project Overview

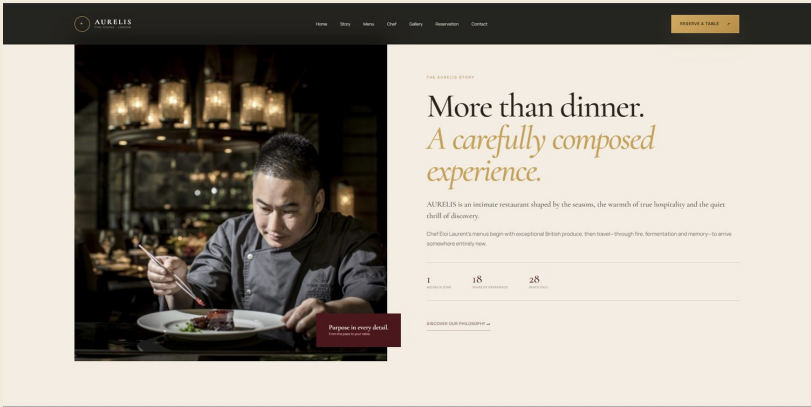
Homepage hero and brand story section



## Concept Direction

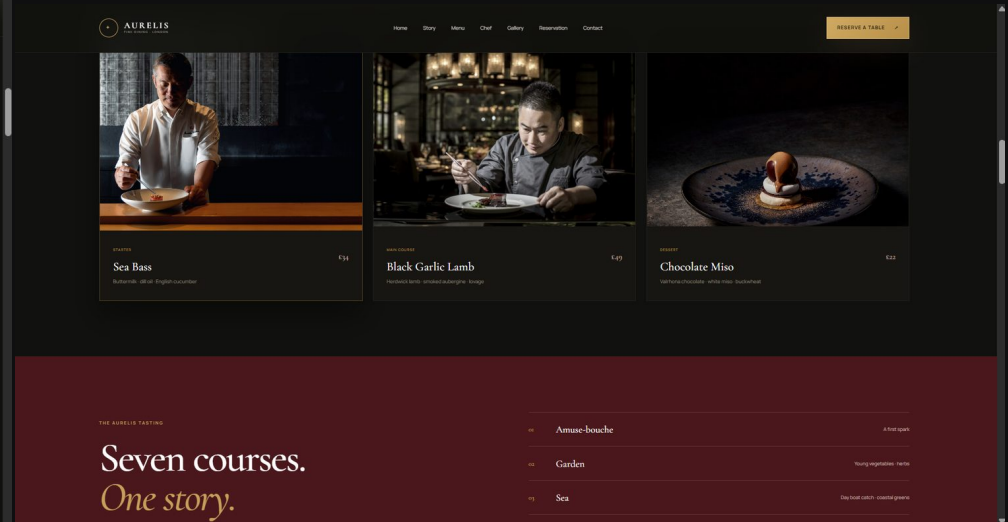
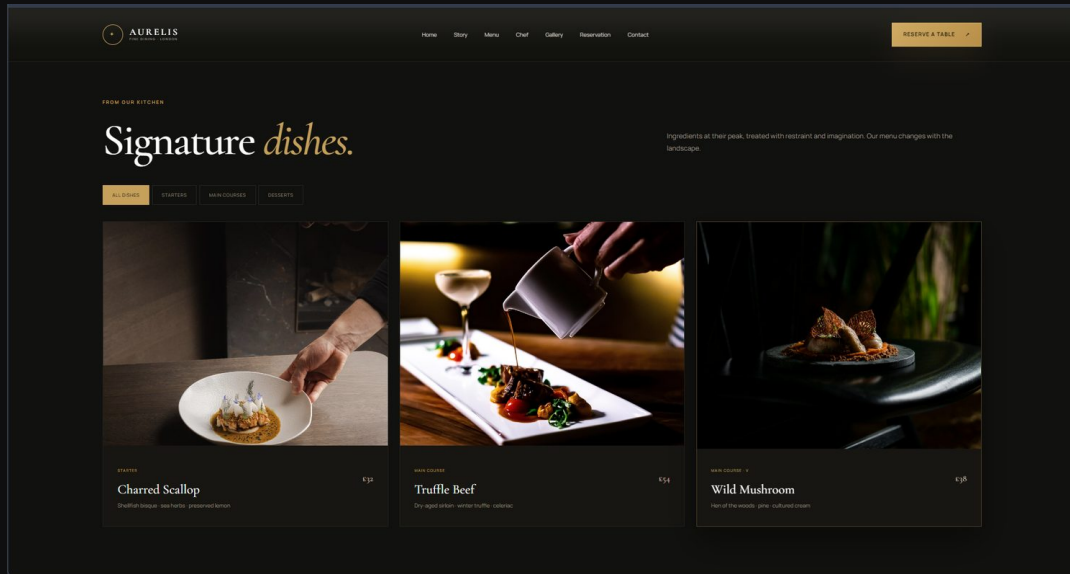
AURELIS is positioned as a fictional fine-dining brand with a polished hospitality tone. The design balances dark, cinematic imagery with cream editorial sections and warm gold accents.

The visual hierarchy emphasizes atmosphere first, then menu discovery, chef credibility, social proof, and a clear reservation call to action.



# Menu Experience

Signature dishes, tasting menu, and product-like dish presentation

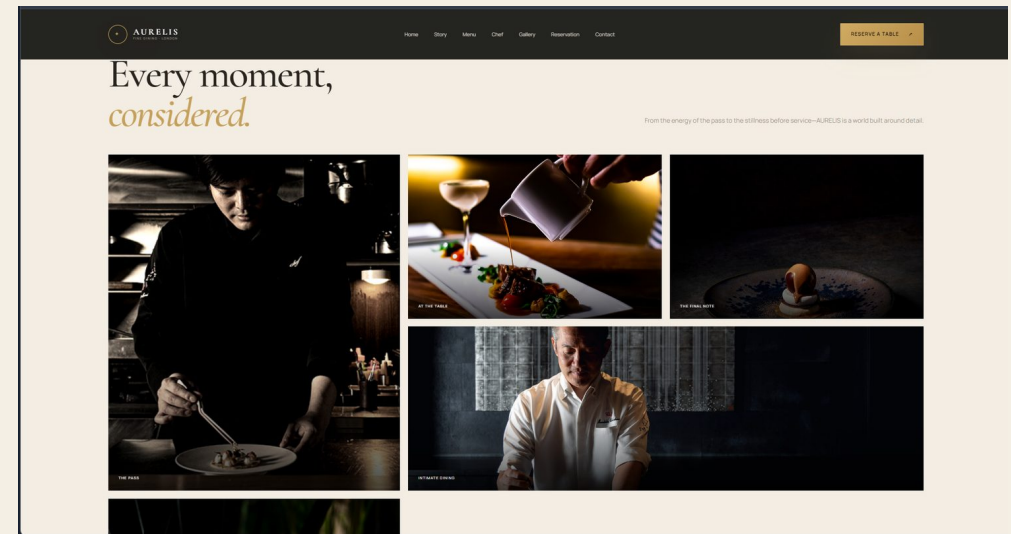
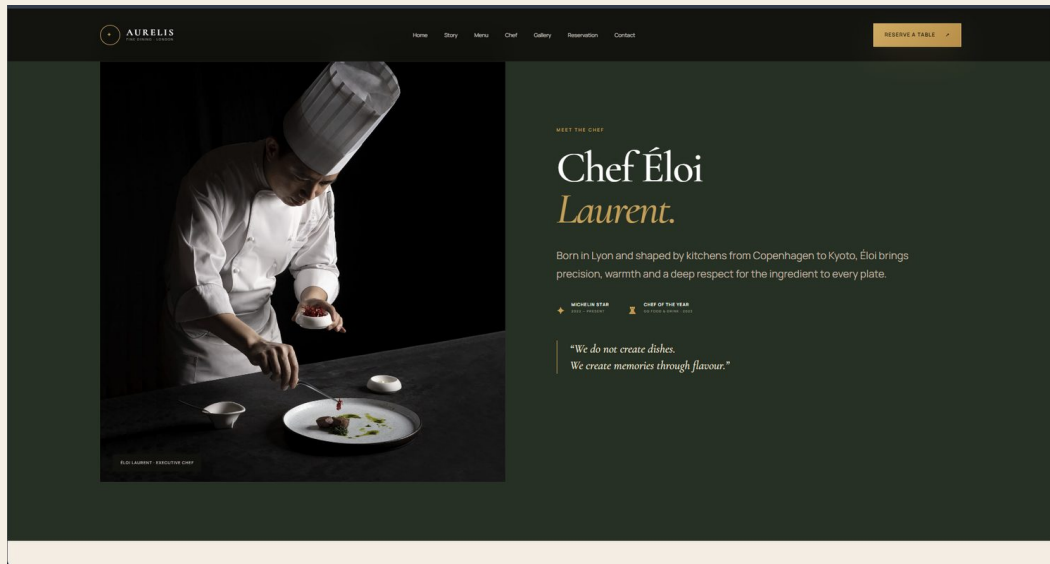


## WHAT THIS SECTION COMMUNICATES

- Curated dishes are displayed like premium showcases rather than generic menu cards.
- The tasting menu section adds storytelling and reinforces the fine-dining ritual.
- Photography carries most of the persuasion, while copy remains minimal and elegant.

# Brand & Chef Identity

Editorial image treatment, chef credibility, and premium gallery layout

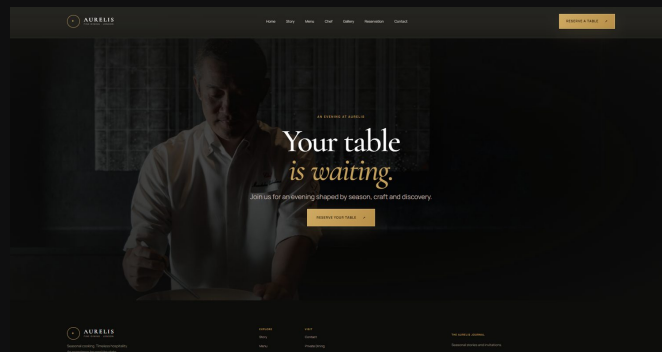
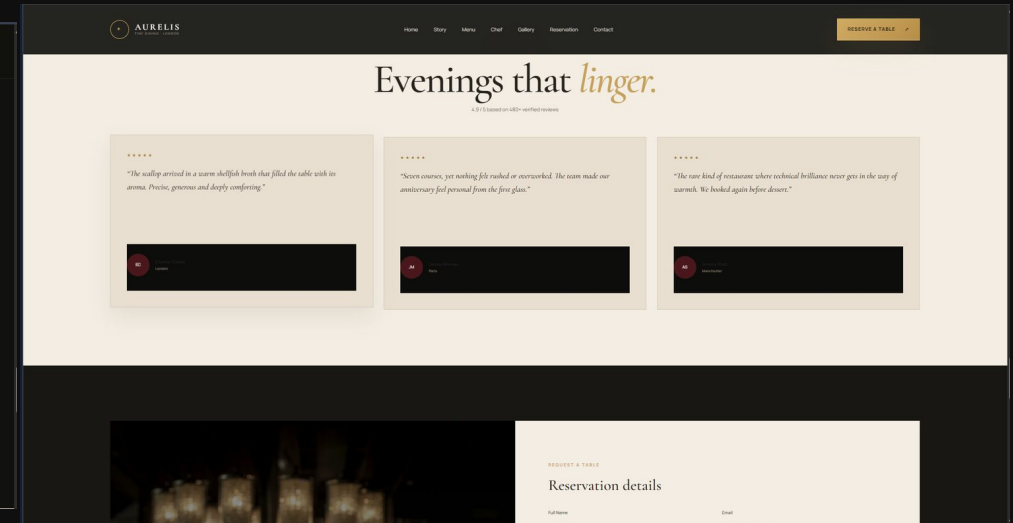
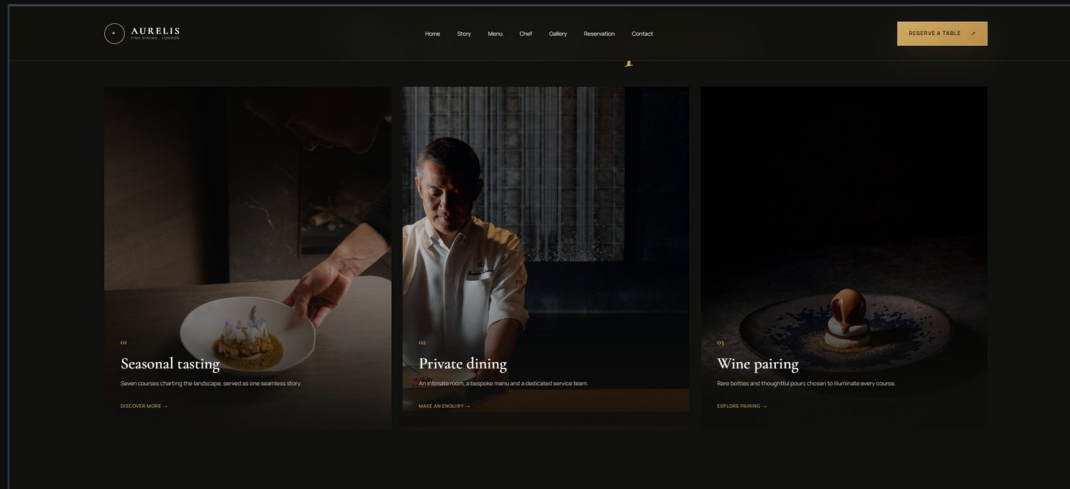


## Identity takeaways

- The chef section strengthens trust and gives the brand a human face.
- The visual system mixes dark editorial photos with airy cream layouts.
- Gold accents help maintain a cohesive luxury feel across sections.

# Conversion Journey

Experience cards, social proof, and reservation form

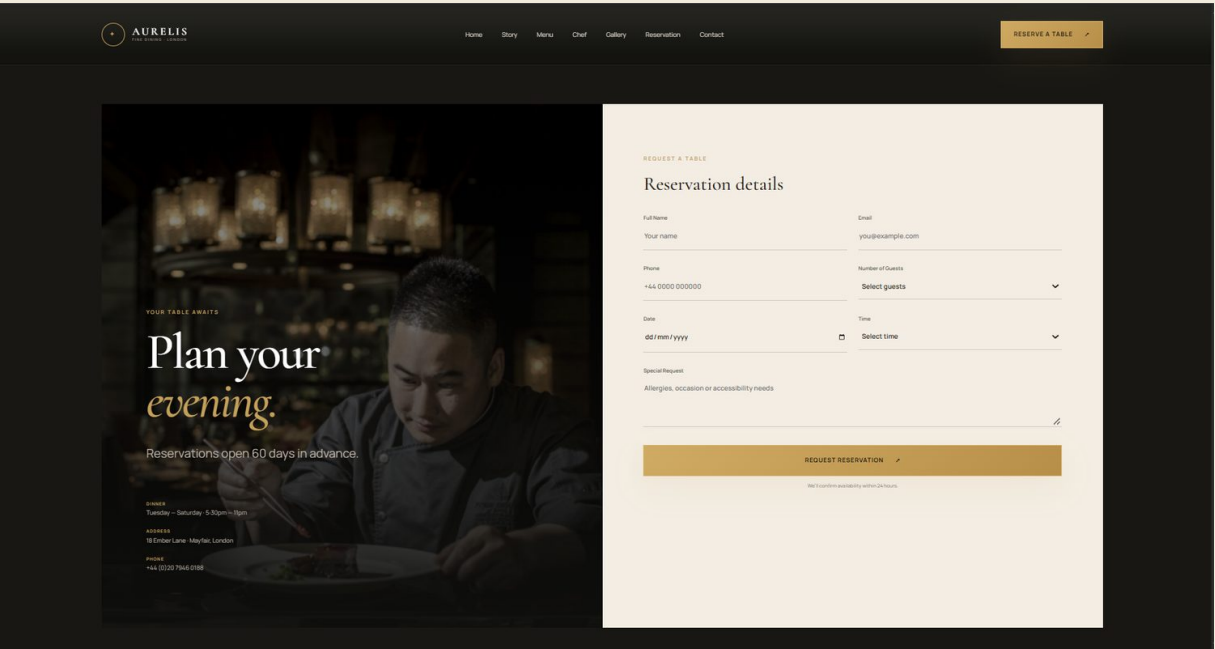


## UX FOCUS

- The site creates a gradual path from browsing to booking.
- Testimonials support credibility before the reservation form.
- Calls to action stay visible without breaking the premium tone.

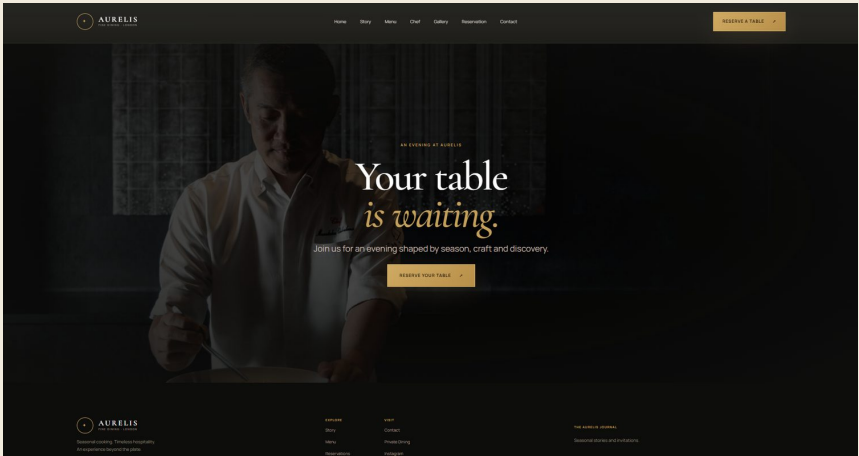
# Location & Closing CTA

Practical information section followed by a strong final booking message



## Final Impression

The closing sections preserve the luxury mood while still ending with a clear invitation to reserve a table.



# Project Summary

AURELIS presents a cohesive premium restaurant website concept built

responsive for

## Strength 01

Luxury art direction with consistent visual tone

## Strength 02

Clear content flow from brand story to booking

## Strength 03

Strong use of imagery, spacing, and editorial hierarchy

## Strength 04

Portfolio-ready presentation for premium hospitality niche

An evening  
around flavour.

Contemporary fine dining inspired by seasonality, craftsmanship and unforgettable moments.

RESERVE A TABLE ↗

EXPLORE THE MENU

DINNER  
Tue – Sat · 5:30pm – 11pm

LOCATION  
18 Sunder Lane · Mayfair

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One Star · 2025

Live site: [premium-restaurant-landing-page.netlify.app](https://premium-restaurant-landing-page.netlify.app)

Prepared as a clean portfolio PDF from user-provided website screenshots.

01 CHARRED SCALLOP  
shallots, truffle, sea herbs, preserved lemon