



✅ STRANDLY WEBSITE BRIEF

🧠 Brand Vision

Strandly is a digital booking platform connecting Afro hairstylists with clients across Europe. We simplify the process of finding, booking, and purchasing Afro hair services and products — all in one place.

✅ What's Already Done

- Domain: strandlyeu.com (via Squarespace)
- Business email: hello@strandlyeu.com
- Brand name: Strandly
- Tagline: Your Hair. Your Way. Your Time.
- Logo: Finalized (shared via ChatGPT)
- Color palette & fonts: Defined
- Instagram: Ready
- Pitch draft to hairstylists: Done

Design Direction

- Fonts:

- ☐ Header: Prata
- ☐ Tagline/Text: Raleway Dots / Open Sans

- Colors:

- ☐ Beige (#f5efe7)
- ☐ Cocoa Brown (#4e342e)
- ☐ Warm White (#ffffff)
- ☐ Accent: Gold/Caramel

- Aesthetic: Minimalist, glossy, editorial feel

- Moodboard: Add Pinterest link or photo samples here

Site Structure & Pages

1. Homepage

1. Welcome headline
2. Booking CTA
3. “How It Works” visual steps

2. For Clients

1. Search for stylists
2. Service selection
3. Product marketplace

3. For Stylists

1. Apply/Register
2. Benefits & pricing
3. Dashboard preview

4. Shop

1. Bundles
2. Wigs
3. Edge controls etc.

5. About Us

1. Our story
2. Mission/vision

6. Blog (Optional)

1. Hair care tips
2. Spotlight on stylists

7. Contact

1. Email + FAQs
2. Social links



E-commerce Features Needed

- Product listing with variants (length, texture, price)
- Secure checkout (Stripe/PayPal)
- Order tracking
- Discount code functionality
- Loyalty points (Phase 2)



Booking System

- Service filtering (by location, date, style)
- Booking calendar sync
- Cancellation policy
- Confirmation via email
- Payment integration (50% deposit)

Mobile & SEO Goals

- Mobile-first
- SEO optimization (meta, keywords)
- Fast loading
- Easy future updates via CMS (Squarespace or Webflow preferred)

To-Dos & Open Questions

- Booking software integration (Calendly, embedded Squarespace, or custom?)
- Terms & Conditions & Privacy Policy (legal text needed)
- Image rights for stylists?
- Stripe account setup
- Hairstylist verification steps