

Allure Arts – Website Moodboard

1. Visual Style

- Minimalist, gallery-inspired layout - clean, spacious, and elegant
- Black, white, and neutral tones - to let the art stand out
- Accent colors: muted gold, ivory, soft charcoal (optional highlights)
- Typography:
 - - Heading: Serif font (e.g., Playfair Display, Libre Baskerville)
 - - Body: Sans-serif (e.g., Lato, Open Sans)
- Layout:
 - - Generous white space
 - - Grid-based structure (like a modern art book)
 - - Lightbox image viewer for artwork zoom-ins

2. Inspiration Sites

- Hauser & Wirth (hauserwirth.com): Art-forward layout, clean presentation
- The Line (archived): Gallery + lifestyle balance; sophisticated tone
- Artsy (artsy.net): Artist-first focus, elegant handling
- Gagolian (gagolian.com): Editorial minimalism, strong contrast

3. Tone & Brand Feel

- Premium - feels like a curated gallery
- Personalized - reflects Nipun Soin's creative vision
- Global yet grounded - Indian roots with modern appeal
- Quiet confidence - visuals lead, content supports

4. Imagery Direction

- Close-ups of textured artworks
- Lifestyle images in hotels, lobbies, homes
- Studio shots and behind-the-scenes
- Founder's portrait (optional, clean styling)

5. UX Priorities

- Mobile-first responsiveness
- Smooth scroll-through portfolio
- Sticky or repeated CTA (Contact / Enquire)
- Subtle transitions, no heavy animation