Research

# Luxurious design

* **Lots of clean white space**
* Large blocks of photography
* Unconventional design elements
* Classic layouts
* **Dark color scheme**
* **Oversized photographs**
* Slideshows
* **Clean type driven logo design**
* **Parallax scrolling**
* Mobile responsive web design

<http://heartsandlaserbeams.com/web-design-trends-seen-25-luxury-brands/>

Awards websites

<http://www.awwwards.com/websites/hotel-restaurant>

<http://webbyawards.com>

<http://www.cssdesignawards.com/website-gallery?industry=food%2Fdrink>

# Millennials

**Healthy**

Not too expensive

Instant access

**Instant gratification is key**

**Personal connections**

<http://www.goldmansachs.com/our-thinking/pages/millennials/>

<http://www.webdesignerdepot.com/2015/11/how-to-design-ux-for-millennials/>

<http://www.wired.com/insights/2014/09/millennials-design-technologies/>