Sake Studio: Website Designer Brief

Request: website redesign and build quote for a premium sake tasting business in Tokyo.
Current site: https://www.sake-studio.com/
Quotes requested by: around Nov 20, 2026

1. About Sake Studio

Sake Studio runs sommelier-led sake experiences in Tokyo for English-speaking travelers and residents. Its core product is a small-group sake omakase in Kanda, central Tokyo: 7 rare and seasonal sake with unlimited refills over 4 courses, served with artisanal drinking bites, for up to 6 guests in a designer tasting room built around a reclaimed Showa-era wood table. The lineup changes every session.
The host is a certified sake sommelier and competition head judge. Beyond the public sessions, Sake Studio offers private and ultra-luxury tastings, a 50-sake free-flow tasting, sushi omakase with live sake pairing, sake dinner parties, and corporate and private events.

2. Project Goals

- Refine the existing Sake Studio brand, not replace it, and create an all new website design that reflects all of its services. Keep the current logo, colors, and imagery style, and make them look more polished.
- Look and feel more premium than any other sake experience in Tokyo, while staying approachable and fun
- Make booking easy, especially on mobile, with the retail price and direct booking discount percentage (not post discount price) shown upfront
- Present every experience clearly, each with its own detail page
- Support SEO with a clear multi-page structure

3. Platform and Technical Requirements

- **Platform is open.** The current site runs on Bókun's website builder, but the new site can be built on any platform you recommend (e.g., Webflow, WordPress, Squarespace, Wix, STUDIO). We own the domain on GoDaddy.
- **Must embed the Bókun booking widget** for public sessions, which is our booking system.
- **Owner must be able to edit it without code:** update text, photos, events, and blog posts.
- **Built-in SEO controls:** page titles, descriptions, and custom code in the header.
- **Language:** this project is English only. Please leave space in the header for a future EN/JP language switch. Japanese pages will be a separate, later project.
- **Hero video:** a short, muted looping video with a still image fallback for slow connections.
- The site stays in the owner's account.

4. Structure

An Experiences hub showing all experiences on one page with short cards, each linking to a detail page with full content and booking.

1. Home
2. Experiences & Bookings (hub)
3. Experience detail pages (5): Public Sake Omakase, Private Tastings (incl. Ultra-Luxury), 50-Sake Free-Flow, Sushi Omakase with Live Sake Pairing, Parties / Corporate / Custom
4. About + Media
5. Exports
6. Blog (index + posts)
7. Contact

5. Templates to Design

Template	**Key sections**
Home	Hero video with headline and two buttons; review bar (star ratings and counts); core product section with price and Book Now; Events section (photos and announcements for sake dinner parties); private experiences preview (3 cards); Why Us (4 short blocks); the host and team; guest quotes; media video previews; final call to action and location
Experiences hub	Intro; experience cards with photo, 2-sentence description, timing, length, price, "View details"; custom experience card
Experience detail (reused 5 times)	Hero photo and key facts bar (location, duration, group size, price); booking widget or request form directly below; then description, what's included, photo gallery, optional special section (e.g., Ultra-Luxury selection, past events, partner restaurant), FAQ, reviews. Keep the top short. Longer text goes lower for SEO and readers who want more detail.
About + Media	Host profile with large portrait; certifications and judging roles; partner venues; article previews; embedded videos; exports note with inquiry box
Exports	Ultra SEO optimized page with information on what we offer for exports. Information about sake base + partner brewery list. Include

Template	Key sections
	photos for appealing design, have Q&A section
Blog index	Post cards with image, title, excerpt
Blog post	Headline, body with images, booking call-to-action box
Contact	Form (name, email, topic dropdown, message), email, social links, map

Booking on detail pages: the public session uses the Bókun booking calendar. Private experiences use the request form in the same position.
Private request form: experience dropdown, 3 preferred dates and times, group size, name, email, and a message box with grey placeholder text inviting guests to share their needs.

6. Look and Feel

- **Brand:** keep the existing logo, colors, and imagery style. Refine and elevate them, but no rebrand.
- **Mood:** upscale, warm, refined, and fun. Premium without being stiff; educational without feeling like a lecture.
- **Photography-led:** images of the experiences: room, sake, food, and guests. Photos from professional shoots will be provided.
- **Typography:** two fonts maximum, ideally ones that will also work for Japanese text later.
- **Space:** generous white space. Remove rather than add.
- **Mobile first:** most guests book on their phones while traveling.

7. References

References are for layout, structure, and level of polish only. Please don't adopt their colors, logos, or brand identity.

Primary design references

1. **thesakecouncil.co.jp:** overall look and level of polish for a premium sake experience, clean experience cards with prices
2. **heavensake.com**: premium sake brand feel, large key visuals, editorial storytelling
3. **wabunka-lux.jp/experiences/en_toshimaya/:** experience detail layout and booking flow. Use a much shorter top section, with the booking calendar right after the core product info.

Screenshots attached.

Secondary references

Site	What to take from it
ninjafoodtours.com/tokyo-food-tours	Structure only: all experiences on one page with short, easy-to-read descriptions, each linking to a detail page. The design should be far more premium.
wabunka-lux.jp	Luxury photography, testimonials showing the guest's country, curated private experiences
experience.tokyoluxey.com	Restrained luxury tone, inquiry flow for private bookings, use of video
iwa-sake.jp	Photography and minimal luxury tone

Patterns to avoid

- WASAKE's homepage (wasakexperienceeg.com) has the right framework (experience, team, products) but weak writing and design. Keep the framework, not the execution.
- Text-heavy pages with repeated blocks and outdated news sections
- Long text before the booking option on product pages
- Busy, discount-driven layouts that look like a mass-market activity listing
- Private experiences hidden behind "contact us"
- Empty sections (like the current site's empty reviews block)

8. What We Provide

- Logo files and existing brand colors and fonts
- Professional photos from shoots, plus a short hero video
- English copy for all pages (some sections may arrive as placeholder text during design)
- Sitemap, page plan, and SEO keywords
- Media and video links, review links

9. Deliverables

- Desktop and mobile designs for the 7 templates above
- Simple style guide refining the existing brand: colors, fonts, buttons, spacing, card styles
- Exported image assets, if any are created
- 2 rounds of revisions
- **Build** on your recommended platform, including Bókun widget setup and connecting the GoDaddy domain (please quote design and build separately)

10. Timeline

- Quotes by: Fri Nov 20
- Designer selected: Nov 24
- Design and build: Nov 25 to Dec 16
- Revisions and testing: Dec 17 to 22

- Launch: by Dec 25

11. What to Include in Your Quote

- Price for design only, and price for design plus build (if you offer it)
- Number of revision rounds included
- Timeline from start to final design
- 2 to 3 portfolio examples, ideally hospitality, food, or experience businesses
- Recommended platform and why, plus any monthly cost (hosting or plan)
- Experience embedding third-party booking widgets
- Working language (English, Japanese, or both) and preferred way to communicate

Contact: Kaoru (project lead)