



Know Your Client

Transforming the briefing process



NOI SALE



The Challenge of Bespoke Design

Creating a luxury residence that truly reflects the unique lifestyle and aesthetic vision of ultra-high-net-worth clients requires more than intuition—it demands systematic understanding. Traditional briefing methods often lead to misalignment, costly revisions, and homes that fail to capture the essence of how clients truly live.

LuxeBrief transforms this process through intelligent data collection that eliminates assumptions and reveals authentic preferences, creating a foundation for design excellence.

LuxeBrief offers a proven framework for designing luxury private residences that fully cater to the unique tastes and lifestyles of discerning clients. By focusing on systematic discovery and eliminating assumptions, we create clarity that benefits everyone involved in bringing exceptional residences to life.





Documenting the Journey

Creating truly exceptional private residences requires more than architectural expertise—it demands a profound understanding of how discerning clients envision their ideal living environment. LuxeBrief revolutionizes the client briefing process by transforming aspirations into actionable design insights.

This sophisticated approach eliminates guesswork and bias, ensuring every design decision reflects the authentic preferences and lifestyle requirements of high-net-worth clients. The result is a residence that doesn't just meet expectations—it exceeds them in ways clients may not have known to articulate.

LuxeBrief

Inspiration for Client Briefing and Taste Exploration



Initial Consultation



Establish Rapport

One-on-one meeting to understand client vision.



Structured Approach

Interview guide and personalized questionnaire.



Comprehensive Summary

Capture desires, lifestyle needs, design experiences.





The Foundation of Excellence



Ask the Right Questions

Uncover hidden desires through insightful inquiry.

Have a Story to Tell

Evoke emotion through compelling narratives.

Get It Done

Deliver excellence with meticulous execution.



Background: A retired professor in her late 60s, Sophia has dedicated her life to education and literature. She values wisdom, knowledge, and self-improvement.

Motivations: Seeking a serene environment that fosters creativity and reflection. She desires a home that serves as a retreat for her book club and a space for intellectual gatherings.

Perfect Home Features: A spacious library filled with natural light, meditation spaces for quiet contemplation, and a garden for hosting literary discussions.

Avatar 1
Sophia the Sage



Background: A 30-something tech consultant, Ethan is always on the go, traveling for work and seeking new experiences. He thrives in vibrant urban settings.

Motivations: Desires a unique living space that reflects his adventurous spirit and connects him to the cultural heartbeat of the city.

Perfect Home Features: A modern loft with an open layout, a rooftop terrace with city views, and proximity to art galleries, trendy restaurants, and entertainment venues. The design is edgy and incorporates local art.

Avatar 2
Ethan the Explorer



Background: A successful interior designer in her early 40s, Isabella has an eye for beauty and aesthetics. She cherishes romantic settings and elegant design.

Motivations: Seeks a luxurious yet inviting home that enhances her lifestyle and provides a backdrop for entertaining friends and family.

Perfect Home Features: An exquisite master suite with a spa-like bathroom, beautifully landscaped outdoor living spaces, and an artistically designed kitchen. The interiors feature high-quality finishes and a harmonious color palette.

Avatar 3
Isabella the Lover



Background: A high-powered CEO in his late 50s, Max is a leader in his industry. He values success, prestige, and control over his environment.

Motivations: Desires a grand residence that reflects his status and provides a space for both business and social gatherings.

Perfect Home Features: A stately mansion with a grand entrance, luxury amenities such as a private gym and a home theater, and a professional-grade kitchen for hosting elegant dinners. The design is classic and exudes sophistication.

Avatar 4
Max the Ruler



Background: A renowned sculptor in her late 40s, Olivia has spent her life creating and showcasing her artwork. She values creativity, craftsmanship, and the beauty found in unique designs.

Motivations: Seeks a home that serves as both a personal sanctuary and a creative studio, where she can work on her pieces while being inspired by her surroundings.

Perfect Home Features: A spacious art studio with natural light, high ceilings, and an open concept design. Outdoor spaces for installations, a gallery area for exhibitions, and a serene garden for inspiration.

Avatar 5
Olivia the Artisan



Background: A visionary entrepreneur in his early 30s, Liam is known for his tech startups. He thrives on innovation and is always looking for ways to blend technology with lifestyle.

Motivations: Desires a cutting-edge home that integrates smart technology, sustainability, and modern design to reflect his forward-thinking lifestyle.

Perfect Home Features: A smart home with AI-integrated systems, solar panels, and eco-friendly materials. A rooftop garden with a smart irrigation system, a home office with the latest tech, and open spaces for collaboration.

Avatar 6
Liam the Innovator



Background: A successful wine entrepreneur in her late 50s, Chloe has a passion for fine wines, gourmet cooking, and hosting exclusive events. She embodies sophistication and elegance.

Motivations: Wishes for a luxurious home that showcases her extensive wine collection and provides an ideal setting for elegant gatherings and culinary experiences.

Perfect Home Features: A wine cellar with climate control, a gourmet kitchen with top-of-the-line appliances, an outdoor entertaining area with a kitchen, and elegant dining spaces designed for hosting.

Avatar 7
Chloe the Connoisseur



Background: A prominent architect in his early 40s, Noah has a keen eye for modern aesthetics and sustainable design. He values innovative spaces that inspire.

Motivations: Seeks a residence that serves as a canvas for his architectural vision, integrating nature and modernity seamlessly.

Perfect Home Features: A home with biophilic design elements, large windows for natural light, an open floor plan with flexible spaces, and outdoor areas that blend with the natural landscape.

Avatar 8
Noah the Visionary



Taste Exploration



James Harrison III

Harrison Holdings

Client Information

Email: j.harrison@harrisonholdings.com
 Phone: +1 (555) 123-4567
 Project Location: **Hampton, NY**
 Timeline: 4-5 years
 Budget Range: **\$OM-100M**
 Family Size: 4 members

Notes: Interested in contemporary design with extensive outdoor entertainment areas

Architectural & Interior Preferences

Architectural Style: **Classical**
 Interior Style: **Transitional**
 Color Preferences: **neutral warm earth tones**

Lifestyle Assessment

Entertainment Frequency: **Monthly**
 Guest Capacity: **50 guests**
 Outdoor Living: **Moderate**
 Work From Home: **Yes**
 Privacy Level: **High Privacy**

Spatial Preferences

Ceiling Height: **High**
 Natural Light: **Abundant**
 Material Preferences: **natural stone, hardwood, exotic woods, metal accents, fabric textures**
 Room Flow: **Defined Spaces**

Program Requirements

Bedrooms: **6**
 Bathrooms: **8**
 Garage Spaces: **6**
 Special Amenities:

- Home Office
- Spa Wellness
- Guest Wing
- Pool Spa
- Library Study
- Wine Cellar
- Staff Quarters
- Home Gym
- Home Theater
- Outdoor Kitchen

Space Connectivity & Flow

Kitchen-Dining Connection: **Semi Open**
 Private-Public Separation: **Distinct**
 Indoor-Outdoor Flow: **Moderate**
 Service Circulation: **Concealed**

Additional Notes

The client emphasizes timeless elegance over fleeting trends. The property should serve as a legacy for his family. He has a significant collection of classic cars that require a showcase garage. Discretion and privacy are paramount.



Property Briefing Dashboard

Ultra-luxury residential development management

Total Items: **3** | Completed Briefings: **1** | In Progress: **0** | Total Briefings: **1**

Client Portfolio

Managing 3 ultra-luxury residential projects

James Harrison III

Harrison Holdings

Email: j.harrison@harrisonholdings.com
 Phone: +1 (555) 123-4567
 Project Location: **Hampton, NY**
 Timeline: 4-5 years
 Budget Range: **\$OM-100M**

Victoria Chen

Victoria Chen

Email: vchen@victoriachen.com
 Phone: +1 (555) 901-8342
 Project Location: **Malibu, CA**
 Timeline: 2024-2025

Robert & Sarah Mitchell

Robert & Sarah Mitchell

Email: rsmitchell@smithell.com
 Phone: +1 (555) 456-7890
 Project Location: **Aspen, CO**
 Timeline: 2024-2025

Client Information

Email: j.harrison@harrisonholdings.com
 Phone: +1 (555) 123-4567
 Project Location: **Hampton, NY**
 Timeline: 4-5 years
 Budget Range: **\$OM-100M**
 Family Size: 4 members

Notes: Interested in contemporary design with extensive outdoor entertainment areas

Architectural & Interior Preferences

Lifestyle Assessment

Spatial Preferences

Program Requirements

Space Connectivity & Flow

Additional Notes

The client emphasizes timeless elegance over fleeting trends. The property should serve as a legacy for his family. He has a significant collection of classic cars that require a showcase garage. Discretion and privacy are paramount.



Five Integrated Modules for Comprehensive Discovery

LuxeBrief's methodology encompasses every dimension of residential design, from aesthetic preferences to daily living patterns. Each module captures critical insights that inform design decisions and create homes that enhance how clients live.



Architectural & Interior Preferences

Visual surveys and mood boards capture aesthetic direction, material choices, and style preferences



Lifestyle Assessment

Deep understanding of daily routines, entertainment patterns, and family activities



Spatial Preferences

Identifying ideal room relationships, scale preferences, and spatial concepts



Program Requirements

Comprehensive feature prioritization from essential elements to luxury amenities



Space Connectivity & Flow

Mapping traffic patterns and visual connections throughout the residence

Architectural & Interior Preferences

Capturing Aesthetic Vision

This module goes beyond simple style categorization to understand the nuanced preferences that define a client's aesthetic identity. Through carefully curated visual surveys, we explore architectural styles ranging from contemporary minimalism to timeless classical designs, while simultaneously investigating material preferences that will shape both exterior facades and interior atmospheres.

Mood boards become powerful tools for capturing the emotional qualities clients seek—whether that's the warmth of natural wood, the sophistication of Italian marble, or the transparency of floor-to-ceiling glass. This process reveals not just what clients like, but why they're drawn to specific elements.



Outcome: A comprehensive aesthetic roadmap that guides every design decision, from architectural form to the finest interior details.





Lifestyle Assessment

Understanding how clients truly live is the foundation of functional luxury. This module examines the rhythms of daily life, from morning routines to evening entertainment, capturing the activities that bring meaning and joy to the household.

Daily Patterns

Morning rituals, work-from-home requirements, and evening routines that shape spatial needs

Social Life

Entertainment preferences, from intimate dinner parties to large-scale gatherings

Personal Pursuits

Hobbies, wellness practices, and activities requiring dedicated spaces

Family Dynamics

Multigenerational needs, children's activities, and spaces for togetherness

Spatial Preferences

The Architecture of Experience

Beyond square footage lies the question of how space feels. This module explores the experiential qualities that resonate with clients—the intimacy of a private library, the grandeur of a double-height entrance, or the comfort of a perfectly proportioned bedroom suite.

We assess preferences for spatial concepts that profoundly impact how a home feels: open-plan living that encourages connection versus defined rooms that offer privacy and focus. We evaluate ceiling heights, natural light preferences, and the relationship between indoor and outdoor spaces.



Program Requirements

Every luxury residence requires a carefully prioritized program that balances essential functionality with aspirational amenities., ensuring nothing is overlooked while helping clients articulate what matters most.

01

Essential Elements

Core spaces and systems that form the foundation of the home

02

Luxury Features

Chef's kitchens, wine cellars, spa bathrooms, and integrated smart home systems

03

Future-Proofing

Flexibility for evolving family needs and lifestyle changes over time

04

Priority Ranking

Strategic allocation of budget and space to features that matter most

Comprehensive checklists guide discussions about as we explore technological integration ensuring the residence supports both current desires and future possibilities.



Space Connectivity & Flow



The Choreography of Movement

A truly exceptional residence feels effortless to navigate. This module analyzes how spaces relate to one another, creating sequences that feel natural and purposeful.

We map traffic patterns for various scenarios—from quiet mornings to bustling dinner parties—ensuring efficient circulation without sacrificing spatial quality. Visual connections are carefully considered: can the chef engage with guests while preparing dinner? Does the primary suite offer views to the garden? Can children be supervised while maintaining adult entertaining spaces?

The analysis extends to vertical circulation in multi-story residences, service access that remains discreet, and the placement of utility spaces that support seamless household operations.



The Design Brief: Your Strategic Blueprint

1

Programmatic Layout

Room functions, adjacencies, and circulation patterns that satisfy both personal and market needs with precision.

2

Design Language

Architectural style and material palette reflecting your taste while resonating with the target demographic.

3

Amenity Strategy

Features that enhance lifestyle appeal and market desirability—wellness spaces, entertainment zones, smart systems.

4

Budget Allocation

Strategic distribution of investment across finishes, technology, and craftsmanship to maximize ROI.

5

Positioning Statement

Clear articulation of how the residence fits within its market context and appeals to identified buyers.



Sanctuary Meets Strategic Investment



Enhanced Personal Satisfaction

A residence that truly reflects your identity, values, and lifestyle aspirations—your perfect sanctuary.



Optimized Market Positioning

Strategic alignment with the most profitable buyer segment ensures maximum resale potential.



Efficient Resource Allocation

Every dollar invested is strategically placed to maximize both enjoyment and financial return.



Timeless Design

A bridge between individuality and universality that remains relevant and valuable over time.



NOT 4 SALE

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" Yesterday is but today's memory,
and tomorrow is today's dream...

Khalil Gibran



Thank You.

Concept and Execution by MLX Consulting
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