



DKNY

London flagship illuminated using LED products

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Welcome



Cover image: DKNY flagship store on London's Bond Street with lighting design by Paul Nulty. Photography: Chris Gascoigne

With autumn approaching and the nights drawing in, now seems like a fitting time to take a close look at the retail lighting sector. Today, retailers are under increasing pressure to reduce their impact on the environment and yet many are still apparently using energy-hungry lighting to avoid the cost of new fittings. In this special supplement writer Francis Pearce reports on some new approaches to the lighting maintenance cycle and alternative ways of paying for maintenance.

Also in the pages to follow, we look at Paul Nulty Lighting Design's work for the DKNY flagship store on Bond Street, which is illuminated using entirely LED products, and check out the new lighting scheme for London's iconic Burlington Arcade, by Speirs and Major Associates. In addition, Stuart Gaunt of Reggiani Lighting discusses the fast closing gap between discharge and LED lighting for retail applications.

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Lighting maintenance companies have had to think laterally about how they work and what they charge just as new legislation puts retailers under pressure to install new sources. Francis Pearce reports.

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Opinion: Mind the gap

Advances in LED light sources and luminaires mean that the gap between discharge and LED lighting for retail is closing fast, says Stuart Gaunt of Reggiani Lighting.

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A selection of products, projects and services from the retail lighting sector.

DKNY

Bond Street, London

Lighting design: Paul Nulty Lighting Design
 Retail design: Bonetti/Kozerski Studio & TPG Architecture
 Lighting suppliers: Duggal (US), iGuzzini, Light Graphix, Popple Projects
 Opening date: July 2012
 Store size: 1,068 sq m (across three floors)



When DKNY reopened its flagship store in London last summer following an extensive refurbishment, it was one of the first high-end stores on Bond Street to be illuminated using entirely LED products. The lighting scheme, designed by Paul Nulty Lighting Design (PNLD), reflects the store's loft-style appearance, created by New York design studio Bonetti/Kozerski, and contributes to the longevity and sustainability of the interior.

Taking inspiration from the trend towards high-contrast retail interiors, accent lighting is used to highlight the merchandise and create depth between the circulation and display areas, while a high level of soft ambient lighting ensures a spacious and 'lofty' atmosphere.

The largest and most dominant features are the illuminated wrap, which traces the full perimeter of the storefront windows, and a 20 sq m illuminated wall on the ground floor that displays an image of the New York skyline. Oversized luminaires on suspended tracks also celebrate the loft-like space.

PNLD has balanced light levels in a number of feature display niches throughout the store; the use of a soft quality of light to illuminate the base of each niche creates visual interest and high levels of illumination, which is complemented by a concealed, angled linear LED strip that provides front illumination to the merchandise. Clusters of suspended glass feature pendants over the mid-floor displays provide further focal accent illumination, while remote phosphor LEDs create an even level of soft background light throughout the store.

As part of the revamp, walls have been removed to expose dramatic windows that draw more light into the store and provide views onto both Albemarle Street and Bond Street.

The LED scheme reportedly achieves a 50 per cent annual energy saving compared to the original lighting system. **Rf**

Photography: Chris Gascoigne

