

GAME, SET, AND MATCH

A new boutique store in Wimbledon utilises lighting from the start of the design process

Paul Nulty Lighting Design (PNLD) has completed the interior lighting for the luxury fashion retailer, MATCHESFASHION.COM's new store. The interior retail concept for the flagship South West London store, created by MRA Architecture & Interior Design, showcases

the brand's edit of the best new and established international labels across womenswear and menswear, while serving as a physical touch point for the wider online offer from the retailer.

PNLD was brought in early in the design phase by MRA, who wanted the lighting to accentuate its interior

concept. The lighting design solution has created a dynamic and visually interesting, luxury space that integrates lighting into the fabric of the building, creating permeability and drawing the customer's eye through the space.

Key to the lighting design is a sculpture of hanging screens >>>



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three, and five to one, ensuring that the merchandise is always the focus.

The team used the MNG spot by Flos/Atrium for the track and spot lighting: PNLD chose to use metal halide Philips Evolution lamps, rather than LED, to optimise the amount of sparkle and visual interest in store as tests demonstrated that LED

appeared to flatten the space.

ProSpex Soft downlights by Lucent were used for the recessed spotlights; LEDstrip by iGuzzini for the integrated LED lighting to walls, the staircase, changing rooms and display cases; and Stick-Lite by EncapSulite for the suspended lights over the staircase.

Paul Nulty, head of practice, said: ‘The concept behind our design is permeability. Retail lighting needs to complement, not overwhelm. The focus must always been on the products.’

‘A collaborative and integrated design approach with MRA was key to the success of the project. Throughout the store the architecture and lighting integrate sinuously; this was achieved because we were involved in the project from the earliest point.’ Effective and energy efficient lighting was an important element of the design brief; PNLD achieved approximately 20 watts per sq m. ■

suspended across a seven-metre-wide skylight above the staircase. Following MRA’s concept, the design team created this using a ribbon of fabric that undulates horizontally across the space. Simple dimmable fluorescent luminaires are suspended from the soffit between the waves of fabric, illuminating a bright, sweeping area that opens onto the first floor. The staircase incorporates a low-level cove detail housing LED lighting. This provides a subtle wash up the wall, helping to pull light through to brighten the vista.

The brief was to create a ‘one design’ approach, integrating lighting with architecture and interior design, and delivering a concept that was cutting edge, but without taking the focus away from the products. In response, the team developed a permeable lighting concept. Integrated perimeter lighting across the store highlights the figuring of the perimeter panels; it is also used amongst the products,



to illuminate rather than overwhelm. The luminaires selected complement the store’s natural light.

Illuminance levels around the store vary, with higher levels of direct lighting to the perimeter and mid-floor merchandise. This provides a contrast ratio of between

CONTACT

Matches Fashion www.matchesfashion.com
 MRA Architecture & Interior Design www.mra.co.uk
 Paul Nulty Lighting Design www.paulnulty.co.uk
 Flos www.flos.com
 Atrium www.atrimum.ltd.uk
 Lucent www.lucent-lighting.com
 iGuzzini www.iguzzini.co.uk
 Encapsulite www.encapsulite.co.uk