



Pics: Nick Guttridge

CAL LOOK

A collaborative design process between Paul Nulty Lighting Design and MRA Architecture & Interior Design has created a stunning new Regent Street home for Californian fashion brand Juicy Couture.

A swarm of pink Vespas heading down Regent Street heralded the opening of Juicy Couture's new London flagship store. Located in the heart of the West End, at 198 Regent Street, London W1, the store, which showcases Juicy Couture's apparel, accessories, fragrance and jewellery, comprises 2,375 square feet (230m²) arranged over two main floors and a mezzanine level.

Fast-paced and fun, this project was a breath of fresh air for London based architectural lighting consultants Paul Nulty Lighting Design (PNLD). Working in collaboration with Juicy Couture's creative team and concept architect, MRA Architecture & Interior Design, PNLD developed a lighting concept that reflects Juicy Couture's updated brand aesthetic. Led by Juicy Couture's President and Chief Creative Officer, LeAnn Nealz, this highlights the couture elements of the brand, while retaining the label's flamboyant LA style.

The interior concept and furniture design created by MRA combines grand details and modern glamour with a playful spirit and PNLD worked with MRA to create an integrated lighting scheme where the boundaries between architecture and lighting are blurred.

The bronze storefront dates back to the 1920s and is one of the few remaining originals on Regent Street. From here visitors enter the main retail space and are greeted with a highly decorative



Above Architecture and interior design practice MRA was responsible for the look of the new store. They were handed a brief which asked for a design which had echoes of the fashion label's playful LA roots in its aesthetic, while also maintaining a glamorous edge. PNLND provided a bright lighting scheme to complement the vibrant style.

environment where a striking Italian marble chequerboard floor combines with unique over-sized furniture and intricate plasterwork mouldings to create the impression of a lavish entrance hall to a luxurious salon. Throughout the store the lighting design picks up on such details reinforcing the brand's aesthetic principles by highlighting the fine detailing and craftsmanship used in the new elements, while enhancing the character of the Grade II listed building.

Paul Nulty, the Head of Practice at PNLND, explains: "There might be a trend for dark, high-contrast store design, but Juicy Couture's flagship store shows that the era of the 'bright' retail environment is still with us and that this can be achieved within

an energy efficient scheme." The listed building presented its own set of restrictions, such as limited ceiling recess depth. Ceiling mounted spotlights were therefore kept to a minimum and where possible plaster-in fittings from Flos's Soft Architecture range, supplied by Atrium, were used to blend new fittings into the existing fabric. LED lighting from LightGraphix, acdc and iGuzzini is integrated into the bespoke furniture and joinery, while light boxes by Inox, on the underside of the ornate joinery panels, ensure the merchandise on the hanging rails below is illuminated successfully and that the spill light contributes to the soft airy ambience of the space. The focal point of the ground floor

lighting scheme is the chandelier designed specifically for the Regent Street store. Conceived by Juicy Couture, MRA and PNLND and manufactured by Prop Studios, this is generously scaled to suit the double-height space. Comprising a central 'candelabra' dripping with crystals, encircled by a handmade plaster oval ring - a contemporary take on the ceiling rose - it accentuates the double height space, while providing key lighting positions. The candelabra is fitted with LED candle lamps that provide visual sparkle and interest, while the plaster ring incorporates adjustable Flos spotlights to provide accent lighting to the displays below. Cold cathode (from acdc) located inside, illuminates the ceiling, providing a bright and airy aesthetic



and soft, general ambient light. The cash/wrap desk, containing glazed display vitrines, is designed to evoke a traditional store counter. Behind the desk, a feature wall with ornate full-height plaster palm trees and a theatrical pink taffeta curtain creates a backdrop for a neon Juicy Couture logo. Opposite the cash desk the bespoke palm trees feature again in a display wall that shows apparel set against a pink glass backdrop, cutting through the decorative plaster. Floor recessed uplights (from LightGraphix) illuminate the full height palm trees that line the space and express the detail of the moulding. Bespoke brass and mirror tables and shelves showcase smaller accessories and, around the staircase, jewellery is displayed in

mirrored vitrines, which also follow the wider store concept of the panelled salon. In the desk, vitrines and display walls, multiple LEDs from acdc, create sparkle and movement within the space and ensure the jewellery and accessories appear resplendent in their glazed cases. "The lighting is discreet, yet interesting," comments PNLD Associate Ellie Coombs, "with a multi-layered lighting approach ensuring that many light sources 'build' the light levels and that emphasis is not placed on any one source." At the back of the ground floor and on the mezzanine level, where Juicy Couture's 'Bird' collection is displayed, the traditional panelled wall detail is given a modern lift with integrated linear LED lighting from

Above The basement of the new store features a library-inspired display of Juicy Couture's trademark tracksuits. The basement track wall is illuminated by vertical runs of point source LEDs integrated into the joinery and supplied by LightGraphix.



iGuzzini. This highlights the moulding and ensures the lighting of the vertical surfaces balances the daylight at the front of the store, while maintaining the bright aesthetic on the mezzanine, where the ceiling height is low. Additional LED lighting supplied by Architectural Light Works, integrated into the hanging rails, ensures the merchandise remains the focal point. On reaching the basement retail floor the customer's attention is immediately drawn to a library-inspired display of Juicy Couture's iconic tracksuits. This track wall is illuminated by vertical runs of point source LEDs from LightGraphix integrated into the joinery, thereby ensuring merchandise is well-lit and allowing for flexibility in the shelf locations and display.

Consistent lighting treatments connect this space with the floors above, with the main feature being the illuminated pink glass screen that wraps around the space. Cold cathode is used to wash light the panelling behind the screen which illuminates the glass and gives a new, modern view of the decorative plasterwork behind it. The changing rooms combine full length edge lit mirrors with high-level lighting, which is soft, sophisticated and flattering while providing good facial modelling and colour rendering. Outside the changing room, wall-lights give the space a residential feel and the pavement lights above have been given the 'Juicy' treatment with pink uplights that can be seen from the street. Long-

Above The glittering chandelier in the new store was created by Prop Studios. Intended as a centrepiece, the design is traditional, but the scale, twinned with the abundance of crystal lend the luminaire a whimsical rather than a regal look. The ceiling is softly illuminated by acdc cold cathode.

JAPANESE

ピンクのベスパの一群がリージェントストリートに向かって走る光景が、ロンドンのウェストエンドの中心でオープンしたジュシークチュール(Juicy Couture)の新しいフラッグシップストアのオープニングを飾りました。照明デザインは、ジュシークチュールのクリエイティブチームと設計コンセプトを担当したMRA Architecture & Interior Designの協力を得て、建築照明コンサルタントPaul Nulty Lighting Design(PNLD)が手掛けました。LightGraphix、ACDCおよびiGuzziniによるLED照明が新フラッグシップストアのファブリックと調和し、装飾が施された建具パネルの内側にはInoxの電灯カバーが組み込まれています。照明システムの中心は、ジュシークチュール、MRA、PNLDの着

想によるProp Studios製のシャンデリア。天井の高い空間にふさわしい壮麗さと、クリスタルがちりばめられたLEDキャンドルランプの華麗な燭台が目を引きます。特製ヤシの木がLightGraphixの床に埋め込まれたアップライトで照らされ、ハンギングレールと一体化化したArchitectural Light WorksのLED照明により、商品がストアの主役であることが強調されています。

CHINESE

粉红色黄蜂牌小型摩托车结队沿摄政街行驶，奏响了伦敦西区腹地Juicy Couture新旗舰店开业的前奏。建筑照明顾问公司Paul Nulty Lighting Design (PNLD)与Juicy Couture创意团队和MRA Architecture & Interior Design概念建筑事务所合作，承担了照明设计任务。LightGraphix、ACDC

和 iGuzzini公司的LED灯具产品与保护建筑物融为一体，而Inox灯箱安装于装饰性细木工板底面。由Juicy Couture、MRA 和 PNLD设计、Prop Studios制作的枝形吊灯是照明系统的焦点。吊灯被大尺度放大以适应双层空间，装有LED烛形灯的水晶使吊灯呈现为蜡泪欲滴的枝状大烛台。埋地的LightGraphix牌向上照射灯为订购的棕榈树提供照明，额外的LED照明灯具由Architectural Light Works公司提供，产品将灯具融入吊柜，确保了商品在店内的焦点地位。

FRANÇAIS

Un essaim de Vespas roses descendant Regent Street annonçait l'ouverture du magasin phare de Juicy Couture neuf situé dans le cœur du West End de Londres. La conception de l'éclairage a été réalisée par des consultants en éclairage architectural

de Paul Nulty Lighting Design (PNLD), en collaboration avec l'équipe créative de Juicy Couture et le concept-architecte MRA Architecture & Interior Design. L'éclairage à LED de LightGraphix, ACDC et iGuzzini a été mélangé dans le tissu de l'immeuble classé, tandis que des caissons lumineux en inox ont été installés sur la face inférieure des panneaux ornés de menuiserie. Le point focal du système d'éclairage est le lustre conçu par Juicy Couture, MRA et PNLD et fabriqué par les studios Prop. Il est généreusement mis à l'échelle en fonction de l'espace à double hauteur et dispose d'un candélabre ruisselant de cristaux équipés de lampes LED-bougie. Les palmiers sur mesure sont illuminés par Uplights, encastrés de sol de LightGraphix et l'éclairage supplémentaire en LED est alimenté par Light Works Architectural, qui a intégré les luminaires dans les rails suspendus s'assurant que la marchandise reste le point focal de la boutique.



PROJECT DETAILS

Juicy Couture, Regent Street, London, UK
 Client: Juicy Couture
 Architect: MRA Architecture & Interior Design
 Lighting Design: Paul Nulty Lighting Design
 M&E Consultant: E&M Tecnica

LIGHTING SPECIFIED

Atrium / Flos: USO 400 Light Sniper Round, Light Sniper Round, Compass, USO 900 Cove, three-circuit track
 acdc: Morpheus, TRI, Contour Interior
 LightGraphix: LD1210, LD151, LD32
 OSRAM: Back LED 2
 INOX: Fluorescent DimSlimLink, dimmable fluorescent batten
 iGuzzini: LED Strip, Front Light
 Architectural Lighting Works: LPONE
 Prop Studios: custom chandelier
 Simply Mouldings: custom plaster ring pendant (with contour interior and light snipe)
 Philip Payne: Tyke emergency pack

life and low-energy luminaires improve maintenance and energy efficiency and the lighting control system reduces light levels at night, saving energy and lamp life. The total installed load is 35W Sq/M and this reduces to an operational load of around 25W Sq/M. Stephanie Srivastava, Design Director at MRA, sums up the scheme's success: "The lighting solution combines seamlessly with the architecture and interior design to create a store with all the modern glamour of an LA boutique and a sense of fun and elegance that sets it apart. Close collaboration between PNLD and MRA, and a client that was as enthused about the design possibilities as we were, ensured its success."

The project demonstrates that a bright, vibrant retail environment can be created, while minimising energy used for lighting.

www.paulnulty.co.uk

www.mra.co.uk

DEUTSCH

Ein Schwarm pinkfarbener Vespas, die die Regent Street herunterfahren, kündigte die Eröffnung des neuen Flaggschiff-Ladens von Juicy Couture an, der mitten im Londoner West End liegt. Das Beleuchtungsdesign übernahmen die architektonischen Beleuchtungs-Consultants Paul Nulty Lighting Design (PNLD), in Zusammenarbeit mit dem Creative Team von Juicy Couture und dem Konzept-Architekten MRA Architecture & Interior Design. Die LED-Beleuchtung von LightGraphix, ACDC und iGuzzini wurde in die Struktur des denkmalgeschützten Gebäudes eingefügt, während Lichtboxen von Inox auf der Unterseite der kunstvollen Verbindungsplatten angebracht wurden. Der Schwerpunkt des Beleuchtungskonzepts ist der durch Juicy Couture, MRA und PNLD entworfene und durch Prop Studios hergestellte Kronleuchter Er ist großzügig angelegt, um in den zweigeschossigen Bereich zu passen und zeigt einen Kandelaber voller

Kristalle, die mit LED-Kerzenlampen ausgestattet sind. Besagte Palmen werden durch bodenversenkte Deckenfluter von LightGraphix beleuchtet und zusätzliche LED-Beleuchtung stammt von Architectural Light Works, die Leuchten in die Kleiderstangen eingebaut haben und somit gewährleisten, dass die Ware der Schwerpunkt des Ladens bleibt.

ITALIANO

Un corteo di Vespe 50 rosa guidate lungo tutta Regent Street ha capeggiato l'apertura e l'inaugurazione del nuovo esclusivo negozio Juicy Couture nel cuore della West End di Londra. Il progetto di illuminazione è stato eseguito dai consulenti di illuminazione architettonica Paul Nulty Lighting Design (PNLD), in collaborazione con il team creativo di Juicy Couture e gli architetti di concetto MRA Architecture & Interior Design. Sono state utilizzate sia luci al LED di LightGraphix, ACDC e iGuzzini, amalgamate con le stoffe all'interno del locale, sia delle scatole il-

luminanti di Inox, installate nella parte interna dei pannelli da ornamento. Il punto focale tuttavia dell'illuminazione del negozio, è rappresentato dal lampadario concepito da Juicy Couture, MRA e PNLD e realizzato da Prop Studios, che si adatta perfettamente allo spazio a doppia altezza del locale e composto da pendenti in cristallo con luci a candela LED. Degli alberi a palma fatti su misura vengono illuminati da luci incassate a pavimento di LightGraphix. Una illuminazione al LED aggiuntiva viene fornita da Architectural Light Works, che ha integrato delle luci all'interno degli appendi abiti per garantire che la mercanzia rimanga sempre il punto focale del negozio.

ESPAÑOL

Un enjambre de Vespas rosas dirigiéndose por la Calle Regent Street anunciaba la apertura de la nueva tienda de Juicy Couture ubicada en el corazón del West End de Londres. El diseño de iluminación

estuvo a cargo de los consultores en iluminación arquitectónica, Paul Nulty Lighting Design (PNLD), quienes trabajaron en colaboración con el equipo creativo de Juicy Couture y con MRA Architecture & Interior Design. La iluminación LED de LightGraphix, ACDC y iGuzzini ha sido combinada en la estructura del edificio, mientras que las cajas livianas de Inox fueron instaladas en la parte inferior de los elaborados paneles de carpintería. El punto focal del proyecto de iluminación es la araña pensada por Juicy Couture, MRA y PNLD y fabricada por Prop Studios. Ha sido hecha generosamente en proporción para ir bien con el espacio de doble altura y resaltar un candelabro con cristales encajados con lámparas de LED en forma de velas. Las palmeras a medida se encuentran iluminadas por lámparas indirectas de LightGraphix y la iluminación LED adicional es suministrada por Architectural Light Works, quienes han integrado las luminarias en las barras colgantes asegurándose que la mercadería siga siendo el punto focal de la tienda.