



Photo Courtesy of UNIQLO

SHOWCASE

Global flagship UNIQLO Paris Opéra Store - Paris, France



When fast growing retail brand UNIQLO opened its third flagship store in Paris they entrusted Traxon Technologies to highlight their window displays. Situated in a historical building across from the old opera Garnier, the vast shop measuring 23,000 square-feet in interior space incorporates 15 windows each revealing UNIQLO's latest fashion designs. Common in the city of fashion, a neo classical building is home to the first Parisian flagship store of Japanese retailer UNIQLO. The building which was refurbished only recently to highlight its full historical beauty is located on Rue Scribe, one of the most renowned streets in central Paris adjacent to the old Parisian Opera opened in 1875. Many buildings in this part of town date back to the 18th and 19th century. The lighting solution enhances the grandness of the building facades while each window becomes a fashion display of its own. Traxon Nano Liner XB is chosen for this delicate project. Installed from below and hidden from view, the discreet fixtures cast a rich and even light to accentuate the store exterior in an elegant and unobtrusive manner, hence retaining the details of a rich past. Again, Traxon Technologies' dynamic lighting solutions for historic buildings reveal the magnificent and intricate details of a momentous architecture while adding a new, creative dimension. The fascinating project was the start of a corporation between Traxon Technologies and UNIQLO to enlighten flagship stores around the world. As one of the fastest growing retail giants worldwide, Fast Retailing Company, UNIQLO's parent company, plans to open further stores each year with Traxon as one of their preferred partners.

FEATURED PRODUCTS



Nano Liner XB

METHOD OF CONTROL

PRODUCT DETAILS

Category: Architectural / Retail
Location: Paris, France
Architect: Masamichi Katayama (Woderwall)
Lighting Designer: Plus Y
Installer: Eurelec and Traxon Technologies
Completion Date: September 2009

Traxon Technologies Ltd.

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