	MR16		AR111		PAR16
	GU5.3 4W		GU10 15W		GU10 7W

Bubies

Application Retail
Location Central, Hong Kong
Interior Designer Wesley Liu, Atelier PplusP Ltd

From a 'Bra Buffet' with dishes such as sweet Chocolate Glory and juicy Pepper Steak displayed on menu's in the window display, to its gorgeous boudoir interior, the upmarket Hong Kong lingerie store, Bubies, has always looked to do the unconventional. Nowhere is this more obvious than in the flagship store's recent redesign. Thanks to the creative input of architectural interior designers Atelier PplusP Ltd and the lamp technology of MEGAMAN®, the store pushes the boundaries of conventional retail

lighting to create the ultimate sensory experience. Designer Mr Wesley Liu of Atelier PplusP Ltd, explains further: "Bubies has a clientele of affluent young women who expect the best. Not only do they want a sophisticated, exclusive environment in which to shop, but one which challenges their senses on every level. In addition to the aesthetics of the installation, the creative director at Bubies, Nick Chau, was keen to ensure that the products used within the redesign supported the company's ideas on social responsibility.

The end result is a store that challenges on every level. From the bold black birdcage luminaires suspended throughout, which accentuate the stores romantic pink and floral colour scheme, to the subtly lit dining areas adorned with tantalising cupcakes and fine china, customers are treated to a very different lingerie store experience.

Alongside the LEED (Leadership in Energy and Environmental Design) accredited wallpaper and zero toxic

emission paints, Bubies chose to use MEGAMAN®'s range of LED reflector and CFL lamps, as the company prioritises environmental management product development to disposal and recycling. Together with MEGAMAN®'s environmental credentials, the company's lamps also had to create visual drama throughout the store and changing areas, provide excellent colour rendering and minimise any risk of heat and UV damage of the items on display. Mr Liu worked closely with MEGAMAN®

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and the end result is a highly efficient scheme that creates both drama and functionality.

Seen in their true light
In the past, only halogen light sources would have given the high Colour Rendering Index, however, thanks to MEGAMAN®'s latest LED Reflector Series, an alternative to halogen is now available. With a Colour Rendering Index of up to Ra92, using MEGAMAN®'s LED PAR16 7W reflectors within the birdcages for narrow-beam spotlighting and MEGAMAN®'s 45° beam angled AR111 15W reflectors to light the hanging display areas, Bubies customers get a true reflection of the colour of any of the merchandise.

Avoiding dark spots and UV damage
In addition to the dramatic use of spotlighting via the birdcage luminaires and 45° beam angled AR111 reflectors, Atelier PplusP also wanted to avoid dark spots and add drama within the rest of the store. To this end, a combination of visually dramatic Leucos Glo lights were included, containing MEGAMAN® CFL lamps, alongside low-level spotlights which featured MEGAMAN®'s compact LED MR16 reflectors and finally the company's Self-Ballasted Linear lighting, which were installed on all of the store's shelving. In addition to achieving visual drama and high luminance levels for minimum energy output, the low heat generation and UV features of MEGAMAN®'s LED

reflectors meant that they could be used close to both public access areas and merchandise with no risk to either.

The high performance of MEGAMAN®'s LEDs, combined with the creative flair of Atelier PplusP, has led to a ground-breaking lighting scheme at Bubies, which has an energy saving of 5,814 kWh equaling 3,582 kg of CO_2 per year* in line with the company's social responsibility ethos….not bad for a store redesign that had to be taken from paper to finished installation within the space of only three months!

* Based on 0.616 kg CO_2 emission/kWh