



Photo Credit: UNIQLO

SHOWCASE

UNIQLO Myeongdong Central Flagship Store – Seoul, Korea



UNIQLO is opening its eighth global flagship store in Seoul, South Korea on November 11, 2011. The store joins UNIQLO's other global flagship locations in New York, London, Paris, Shanghai, Osaka and Taipei. Located in Seoul's hippest shopping district, the UNIQLO Myeongdong Central Flagship Store's outward-facing shop windows are uniformly illuminated by Traxon's Nano Liner XB RGB to avoid any unnecessary glare. Again, the system is driven by a main controller with DMX 512 signal using e:node from e:cue. Depending on the season and style of promotion, colored lights are used to enhance various fashion themes displayed behind the illuminated glass walls. The discreet yet powerful Nano Liner XB is ideal for retail illumination; its low-profile design can be easily hidden from view and the product offers a range of colorful customization options ensuring it meets specific project requirements. Architectural firm Gensler works with UNIQLO to establish and maintain design guidelines and standards to ensure the international store rollout program delivers the highest level of quality. UNIQLO has steadily risen in popularity in South Korea since it launched its first store in the country in September 2005. Now, the new Myeongdong Central flagship store is set to share the latest UNIQLO news with people in South Korea, Asia and the rest of the world.

FEATURED PRODUCT



Nano Liner XB RGB

METHOD OF CONTROL



e:node

PROJECT DETAILS

Category: Retail
Location: Seoul, South Korea
Client: UNIQLO
Lighting Design: FDS
ME Consultant: FDS
Technical Director / Installer: B2
Lighting Programmer: B2
Completion Date: November 2011

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