





Photo Credit: UNIQLO

SHOWCASE

UNIQLO Ximen – Taipei, Taiwan



Since the creation and global expansion of well known Japanese clothing retailer UNIQLO, Traxon & e:cue has been a preferred choice for LED feature and accent lighting in the brand's stores worldwide, including flagship stores in New York City and Paris. The most recent addition to the Traxon & e:cue-enhanced UNIQLO store collection, is a four-story shop located in Taipei's most bustling shopping district of Ximen. At UNIQLO Ximen, guests are intrigued and inspired by colorful, seasonal displays and promotions in outward-facing showcase windows. The vision of renowned architectural firm Gensler, various fashion trends are displayed behind glass walls illuminated by Traxon's Nano Liner XB RGB. The robust product playfully lights the store's façade and windows creating any atmosphere the display requires, from warmer colors during winter months, to colder tones in the summer. 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. The entire UNIQLO Ximen installation is driven by a single e:cue Butler, a lighting control engine that outputs DMX512 to the fixtures facilitating multi-colored, dynamic sequences previously programmed with the Lighting Application Suite (LAS). Traxon & e:cue's intelligent lighting and control solutions draw customers into this retail location while strengthening UNIQLO's global brand.

FEATURED PRODUCT	METHOD OF CONTROL	PROJECT DETAILS
 Nano Liner XB RGB	 Butler	Category: Retail Location: Taipei, Taiwan Client: UNIQLO Lighting Design: Gensler Architect: Gensler Installer: Konson Lighting Lighting Programmer: Traxon Japan & Traxon Taiwan Completion Date: April 2012

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