



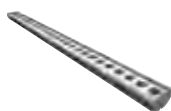
SHOWCASE

Reiss LA - USA



Reiss, originally a UK clothing company that successfully established itself in the US, offers a range of fashion that is linking multiple retailers and international designer brands worldwide. For the latest store opening in Los Angeles, Traxon Technologies has equipped the fashion boutique with a LED solution in Dynamic White. The Graze XB fixtures are fitted with 3W Luxeon® LEDs and provide dynamic white illumination for the two story building. The light sources are lining the perimeter of the store ceiling and floor and are installed along the windows with an oval beam angle of 25° x 6°. Traxon Dynamic White offers flexible lighting and enables a change of atmosphere from warm lighting scenarios to cool and clean ambiances. The Graze XB creates lighting that adorns the stylish clothing and accessory lines of Reiss. The high power fixtures are controlled by LED Engine XB, which enables sophisticated application possibilities in the stylish environment of the clothing store.

FEATURED PRODUCT



Graze XB-27

METHOD OF CONTROL



Smart Cube

PROJECT DETAILS

Category: Retail
 Client: Reiss
 Location: Los Angeles, USA
 Designer / Architect: Lighttechnica
 Date: January 2007
 Traxon contact: Traxon USA

Traxon Technologies USA

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