

# 項目案例 Projects 上環韓國設計師時裝店 Korean design fashion shop

我們"回歸香港零售照明" 第一項參與的 韓國設計師服裝專門店 HOV 已經試業, 九月底正式開幕。這新分店坐落上環九如坊 鄰近世界馳名的九記牛腩及開業已超過70年我們至愛的蓮香樓, 附近還有很多酒吧及古董店。是現存香港少有的新舊對照, 西方與東方文化之交融在一起的地方。

店的空間及樓底不是太大太高, 但有兩層可以區分為接待空間及陳列空間。我們的光源顧問李先生(Alex) 建議使用4000K CRI95 在戶外及主前窗 吸引路人目光, 增加生客注目或進入該店的機會。陳列區域我們主要用3500K 中角度燈罩去平衡 店內高度及空間的限制, 並且可以突顯展品的顏色及衣料上的特質。閣樓我們使用小型嵌入式筒燈, 配上較為柔和的磨沙玻璃 提供舒適而有效率的照明組合。

店長Christy 十分滿意 我們提供的服務及產品之性價比, 並承諾我們的朋友可以得到八五折優惠。朋友們有空可以去逛逛, 看看我們照明應用實例, 買件靚衫, 順便吃些聞名食品。

"HOUSE OF V", a Korean designer boutique, our first project in Hong Kong local market, has its new store grand opening at the end of August. The new store is relocated at Central, near Kau U Fong, steps from the trendy districts of SoHo and Lan Kwai Fong, surrounded by many antique shops, art galleries, bar and well-known restaurants, such as KauKee, and century-old restaurant Lin Heung Tea House. Central is the existing Hong Kong rare old and new contrast, is the rich mix of West and the Oriental culture.

The two-storey shop can be divided into reception area and display area but with limited space and height of ceiling. Our light source consultant, Mr. Alex Lee, recommends using the 4000K CRI95 to the shop front and window displays to attract passers-by into the store. For the display area, 3500K with medium angle reflector is used to balance the store height and space constraints, and it really did highlight the characteristics and show the colours of clothing to its very best. Small spotlight with sandblasted diffuser used in mezzanine providing a comfortable and efficient combination of lighting.

Shop manager, Christy, is so impressed with the services and products we offered, and promise to offer us an exclusive discount on our purchase. Let's go check out our first project and shopping there when you visit Central next time. And don't forget to try Kau Kee Brisket and tendon and Lin Heung dim sum!



而陳列區使用了較暖的3500K, CRI 90 光源, 全店照明前後互相配合, 情現出層次對比, 主照明使用軌道燈配以2000流明輸出及使用了高純鋁反光罩#4401提供了40度闊照射角, 並有減低眩光功能, 非常貼合現場環境之照明需要。

Track light TLD3403 supplied in Luminus CRI90 in 3500K warm white was used in display area as shop's primary lighting. It used high purity aluminium reflector, #4401, with wider 40° beam angle to reduce glare and create an atmosphere that will encourage sales.



LDW210體積細小  
但有1000流明輸出,  
比同類型使用燈泡  
的筒燈多出1-2倍的  
光強, 非常適合細小  
空間的室內照明。



LDW210 recessed spotlight slim but with 1000lm lumen outputs, at least double lux level compared to traditional lamp, ideal for limited space area.



Lighting design simulation has been provided by our optical engineer before the project started 本公司提供燈光設計模擬服務