Our luxury clothing, fragrance, and flower store, Mizu, is designed with unique lighting design and visitor comfort in mind. The elite establishment is remodeled from a historic brick building in downtown Dallas, Texas. The clothing is modern and of the highest quality, so the lighting and design will reflect this concept.

Mizu, meaning water, is the store’s inspiration and the largest factor in the design. Implementing characteristics of water—including transparency, illusion of movement, and tranquility—will envelop the customer in a sense of peace and pleasure.

For instance, one refreshing highlight of the Mizu experience involves the technology of concealed projectors to emphasize not only the rhythmic movement of water but also movement through an inviting space. Acrylic, specular, and contemporary furniture coupled with translucent lighting fixtures further enhances the Mizu concept.

Energy efficient light sources and effective controls will guide the lighting design. LED lamps, with creative uses of networked controls in tandem with sensors and timers. Photo sensors will promote daylight harvesting but control glare and ultraviolet damage to merchandise. Careful consideration of luminaire selection, provides for maintenance that is less challenging. Most luminaires will have dimming capabilities for energy conservation and visitor comfort.

Merchandise will be accented in three ways. Mannequins will be highlighted by the fully adjustable, multi-directional NanoLED fixtures. LED tape lighting will accent jewelry and fragrance displays in the glass cases. Recessed ceiling downlights will highlight horizontally displayed merchandise, but are fully adjustable for future renovation or display changes.

The task and accent lighting will guide the shoppers through a path to the finest merchandise. The clever and resourceful use of hidden task and interesting accent lighting will give the space elegance and sleekness, while using non-uniform lighting to add interest and comfort. Final touches in lighting emphasize the water concept. A backlit full-length mirror mounted on the three-dimensional wave wall will greet customers entering each fitting area. Clients shopping on both levels will be captivated by the custom backlit waterfall behind the jewelry area on the stair half wall. Visitors to Mizu will long remember the unique message and design of the store in which lighting and technology play a major role, and desire to come back and linger in the comfort of the space.