



SHOWCASE

Anna Sui - Tokyo, Japan



With an outstanding reputation of iconic packaging and product design, Anna Sui has been selling a wide range of products such as cosmetics, fragrances, shoes and accessories in over 30 countries since the late 1990's. In order to accentuate Anna Sui' corporate image in a new store at Yurakucho, 16 pieces of Traxon's Cove Light 12 RGB have been installed. The Cove Lights illuminate its showcases in Marui, one of the biggest department stores in Japan. Controllable by the latest DMX technology, the Cove Light 12 RGB allows for the creation of particular Anna Sui's colors such as pink, purple and red on the furniture. And they have successfully colored the whole shop brilliantly.

FEATURED PRODUCT



Cove Light 12 RGB

METHOD OF CONTROL



Butler

PROJECT DETAILS

Category: Retail
 Client: Anna Sui
 Location: Tokyo, Japan
 Designer / Architect: DNP space design
 Installer: Graphica
 Date: September 2007
 Traxon contact: Traxon Japan

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