

Roman Originals

East Midlands Designer Outlet, Derbyshire



GAMMA
ILLUMINATION



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Project requirements

Roman Originals was founded in 1957 and has developed a strong identity as a design led and fashion forward retailer. Its products embody ageless sophistication and style, for the customer that wants to feel special and get noticed, whatever the occasion.

Justin Reynolds Interior Projects Ltd had developed the store concept and lighting design so turned to Gamma to help realise its vision. It was intended for the ceiling to be part of the overall shop fit experience by using white baffles with the contrasting black ceiling. In addition, a ceiling raft was positioned over the till area to create a focal point.

Project solutions

For the windows, the simple design of the Jingo AEA track spotlight, in a mix of narrow and wide beams, created a modelling effect on the displays which formed an eye-catching distraction to draw people into the store.

Throughout the interior, Lingo LTT track spotlights were strategically mounted in between the baffles to create a bright and welcoming aesthetic with comfortable lighting levels that would encourage shoppers to explore the whole store.

To break up the baffles and create a focal point, a ceiling raft was positioned above the till area in the centre of the store, in which Gyro GTT adjustable gimbals were used so not to detract from the elegant and simple finish.

Project results

"The store design is a great success and it's been warmly received by our loyal customers. The lighting design and choice of fittings has played a huge part in helping to create the stylish and interesting interior."

Area Manager for Roman Originals.

Gamma products used

- Lingo LTT spotlights
- Jingo AEA spotlights
- Stucchi track
- Gyro GTT gimbals





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