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Diptyque unveils .PSLAB's custom-designed lighting solutions at its newly renovated boutique

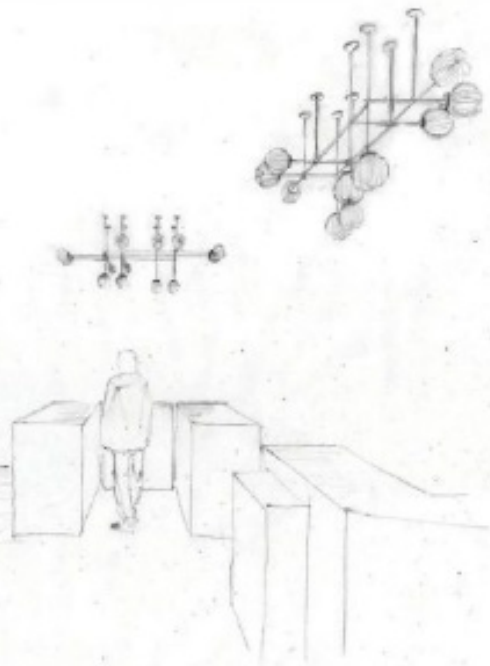
Diptyque's first store at 34 Boulevard Saint-Germain, in the heart of Paris was opened in 1961. 54 years later, the brand reintroduces its authenticity with a subtle concession to modernity, by unveiling its newly refurbished space.

To maintain the brand's continuity, original colours, such as olive green on the interior, and a burgundy façade, have been preserved and restored. Elegance, freshness and new life were given to the furniture, tapestry, and original pieces, such as the lapis and malachite wall, hand painted by Desmond Knox-Leet, one of Diptyque's founders.

The requirement for authenticity didn't prevent the addition of a touch of modernity and subtlety, while maintaining the legitimacy and the principles that mark this Parisian address: .PSLAB worked closely with the brand to develop a lighting solution that meets those restoration needs, while overcoming all technical and electrical constraints due to the historical aspect of the building.

All about the space





Design collaboration

.PSLAB collaborated with diptyque on the design and build of two bespoke steel and ribbed glass chandeliers. Their eye-catching and impactful design catches the attention as you enter the boutique. The chandeliers, and their details, from joints to glass, were aesthetically conceived to revive the original concept of the brand, and to create timeless pieces that complement the authenticity of the space, preserving its strong identity.

The design teams' technical and engineering prowess allowed the company to develop a lighting mechanism tailor made for the boutique's three front windows. Discreet 70mm LED projectors were shaped to slide along a clean, prewired frame. This flexible and advanced system offers a handy solution to the live, constantly changing display vitrines, as the custom-built projectors can be adjusted to accommodate a variety of instore displays. ||



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