



Success Story

Commercial—High-End Retail Stores
Chanel Cosmetics Retail Counter
 (Thailand, Mainland China ,HK and Taiwan)

Client background

Chanel is a world famous luxury brand. Product categories range from clothing, jewelry, cosmetics, perfume and so on. Sonaray installed the LED lamps for the Chanel cosmetics, skin care products and perfume Shoppes, currently there are totally 14 region stores have been installed include mainland China (1), (2) in Hong Kong, Taiwan (10), Thailand (1), the lighting retrofit project is continuing.

For Chanel's retail stores, maintain the unity and the high grade image is the basic conditions of lighting design. At the same time, the security LED lighting is an important guarantee maintaining its high-end skin care products quality.



Sonaray Applicable Products:



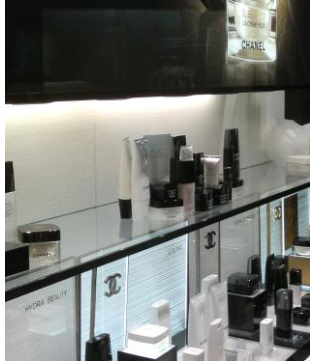
LED Strip

LED P4 Cube

Spot Light MR16

Light Panel

Client Requirement	Success
Unified Color Temperature	✓
No ultraviolet radiation	✓
High CRI	✓
Long lifetime	✓
Low heat Dissipation	✓
A small space to install	✓



Client Benefits

1. Present Chanel high-end brand image

No deviation –Color Temperature :

The CCT exactly same as original lamp;

The CCT comply with 3-Step MacAdam Eclipses Test , there is no chromatic aberration discerned by visible to the naked eye .

High CRI (CRI>80): Restore products' actual color

Excellent Light effect: No light spots from front side

2. Sophisticated lamp design meet Chanel's lighting requirement

Good heat dissipation design:

No color fading for long-term use, maintain color temperature uniformity; But most of LED light strip on the market become yellowish in use after period of time with the color temperature changes.

Meet Chanel's lighting requirement : "The temperature close to the surface of light source must be kept below 40 °C".

The LED P4 Cube plays smooth:

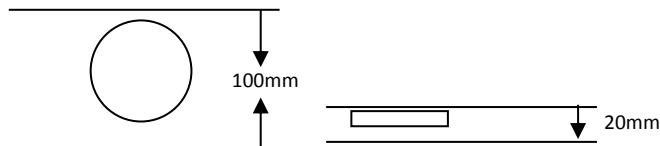
Play the Chanel logo via the cube edge is very smooth, hardly note the line edge.

3. Customized product, flexibly present goods

Different size of product design: Meet Chanel's requirement for different application space

Suitable for Chanel's small installation space: Display the beauty products from different angle

The diagram for reserved inner height for installation

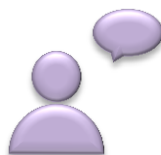


Reserved height for T5 installation

Reserved height for light strip installation

4. Supply all kinds of customized products within a short time

Chanel is very strict on the product delivery time, Sonaray with powerful and efficient production capacity to cope with this demand perfectly. Whether for standard or customized products, we supplied products in customer required delivery time.



Chanel comment to Sonaray:

"Among all suppliers, Sonaray LED lights have the best CCT, which can be realized no deviation with our original CCT of lamps ."