



PHILIPS

Retail lighting

Jò Casta

Case Study

Giving a salon a light makeover

**Jò Casta brought new style and comfort to
its premises with MASTERColour CDM Elite**



“ Jò Casta is situated in a side street. Thanks to the downlights, the shop is now a real eye-catcher. Suddenly we are being noticed by people who are walking along the main street.”

Andrea Maini, owner, Jò Casta





Background

The Jò Casta hair studios in Milan needed a new look. When it opened in 2001, customers were pleased with the service, but the outdated 90's decor was hardly stylish. What's more, the bright interior lights were uncomfortable and they left employees with eyestrain and headaches.

Solution

When salon owner Andrea Maini decided to improve his interior, there were several important objectives. Firstly, the studio needed to have a trendy, relaxing feel that would emanate style and relax customers. Secondly, it needed less illumination than before – the studio was already awash with light, thanks to the six 500W halogen luminaires and 20W dichroic 50W spotlights. Finally, Maini wanted to reduce unnecessary power consumption and compensate for the hairdryers and hot water the studio used.

The studio got a true light makeover. The bright, power-hungry halogen lamps and dichroic spotlights were replaced by six MASTERColour CDM-T Elite 35W luminaires. The harsh, uncomfortable atmosphere instantly became a comfortable, inviting one. Maini commented: “The Elite luminaires shed a warm light on the pearl colored walls, creating a uniform and pleasant light distribution. The downlights in the shop windows generate tremendous effects because of their varying color combinations, especially during the evening and at night.”

The new lights have transformed the shop into a beacon of comfort and style. Not only has the ambience been vastly improved, but the low heat output of the lights helps the salon to avoid becoming overheated. Maini commented: “Philips customers from all over Italy visit us to see how we've created a unique and useful lighting solution. Reactions are very positive, especially because we managed to combine comfort, color and quality in quite an easy and effective way. It makes me happy and proud!”

“ By installing the Elite lamps we have reduced energy consumption for general lighting by 80%.
What's more, my employees are happier and less tired at the end of the day.”

Andrea Maini, owner, Jò Casta

