



HAIRCLUB[®]

Case Study:
Medical | Cosmetology | Salon

Construction Type:
New | Renovation

Locations: NY - Park Avenue, Midtown | CA - Beverly Hills, San Francisco, Orange, Oxnard, Bakersfield
MD - Annapolis, Chevy Chase | MI - Lansing | LA - Baton Rouge | CO - Denver | Other locations nationwide scheduled for roll out

Transforming your look for the better is no easy task, but HairClub, a leader in providing hair loss solutions, successfully satisfies its clients with innovative, natural-looking results. The HairClub team comprised of talented hair restoration consultants, licensed cosmetologists and transplant physicians provides customized treatments for each client in lighting-critical environments.



-REQUIREMENTS-

In a business that requires precise and accurate color matching, HairClub needed a lighting solution that provided professionals with the capability to distinguish color variations in a variety of controlled conditions.

Specialists need to identify the most flattering hair color to best complement skin tones and establish the proper restorative treatment for each individual's unique look. Surgical areas require adequate lighting without glare or hot spots with shadowing minimized. Consultation areas require a soothing, relaxing ambience. Dye mixing areas and hair stylist rooms are more color critical and require neutral lighting. Corridors, common areas and storage require more efficient lighting than the legacy technologies being replaced.

-SOLUTIONS-



With Pixi Flatlight LED Luminaires taking the forefront in the LED Lighting Industry with its durable but slim form factor and internal driver, it was the perfect replacement for HairClub Centers' existing layouts. The Pixi 2'x2' was used in the color room for critical dye mixing and in surgery in custom CCTs (correlated color temperature). The Pixi 1'x1' 3000K was ideal for the reception area, stylist and consultation areas while the Pixi 2'x2' in 3000K 4000K was chosen for general lighting, hallways and the cafeteria. The beveled, surface-mounted Pixi 2'x2' in 2700K provide a warm, relaxing environment in the lounge and break areas.



The best light possible



- RESULTS -

“We initially chose the Pixi FlatLight LED for our flagship Manhattan location because of its extremely slim form factor. The Lacoste building on 551 Madison Avenue is an architecturally significant, brown brick building built in 1922. The reduced plenum height was a particular challenge and Pixi’s just-over-half-inch height with the internal driver was literally the only luminaire that would fit the various applications including direct mounting to ceiling plaster without a lot of extensive reconstruction work”, said Lawrence Buck, HairClub Vice President, Construction/Design. “When we saw how well the Pixi luminaires performed especially the white and brightness uniformity of the light, we decided to deploy Pixi Lighting across our new HairClub center remodels. We are extremely pleased with our choice from both functional and aesthetic aspects and the substantial energy savings are just an added bonus.”

- ABOUT PIXI -

PIXI Lighting, located in Irvine, CA, was established to provide products that combine a passion for art and refinement with the innovative science of LED technology. The result of this distinctive technology is a unique line of lighting fixtures for residential and commercial applications that provides warm or neutral, natural light in the form of a flat, sleek and versatile design. PIXI Lighting transforms the centuries-old “light fixture/replaceable lamp” business model into a cutting edge, technology savvy enterprise featuring thin and flat, solid state, all-in-one lighting devices that combine long-lasting, energy-efficient LED modules, practical and fashion-forward designs, and modern digital features and functionality. All products are manufactured without the use of mercury or lead, reinforcing PIXI Lighting’s eco-friendly principles and values.

For more information, visit www.pixilighting.com or call 888-925-7494