



Lighting and Illumination Technology Experience
Limited

Architectural



Case Study

Vashi - Covent Garden



LITE sparkles with Vashi

Vashi is a bespoke luxury fine jewellery brand, with seven stores in the UK - in addition to their website - with a workshop inside each one, allowing customers to truly experience the design and making journey of bringing a piece of jewellery to life.

Lighting consultants dpa were commissioned by Vashi to design the lighting for the new flagship store in Covent Garden, London. dpa worked closely with the client at Vashi, DECON project management, creative studio Mythology from New York, and architects Tanner Design.

The lighting scheme is an integrated part of the interior. With the workshop within each retail space, this area needs to allow for close interaction with customers to offer that truly unique experience. The lighting design created by dpa responds to the various spaces in the store, delivering a variety of different areas.

Client: Vashi

Lighting Designer: dpa Lighting Consultants

Creative Studio: Mythology

Project Managers: DECON Project Management

Architects: Tanner Design

Photography: Courtesy of Vashi



Nick Hoggett, Partner at dpa Lighting Consultants commented “dpa lighting consultants were delighted to be commissioned by Vashi to design the lighting of their new flagship store in Covent Garden London. The lighting had to visually reflect the different spaces whilst ensuring the light from the workshop spaces did not impact adversely on the other areas. The store was conceived to create a new experience for Clients visiting a fine jewellery retail space and did not follow the normal fine jewellery approach. Good lighting is always the result of excellent collaboration between the client, design team, contractors, lighting solution providers and this project exemplified the process. We developed the lighting scheme as an integrated part of the interior. Vashi has brought the craftsmanship of a jewellery workshop into the retail space, closely interacting with customers for a unique experience. The lighting responds to the spaces within the store, creating a variety of different areas as illustrated by the various images”



To fulfil a number of elements of the lighting scheme, dpa partnered with leading LED solutions provider LITE Architectural.

As well as the workshop, the store features a digital art installation, consultation rooms for those customers looking for a bespoke solution, and a chic bar for those waiting for their jewellery to be customised or made.



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