

**Diesel  
Mercato Mall  
Dubai**







The Diesel brand is not affected by fashion fads. It is an innovative and occasionally somewhat radical label, synonymous with careful attention to detail and a strong commitment to quality materials and production techniques. The Diesel collection focuses on denim for men and women, incorporating unique details across a range of over 20 different models and 30 different washes.

**Diesel Mercato Mall, Dubai | UAE**

Designer: Diesel CI / Beside Group

Client: Uranio / Beside Group

Lighting solutions: IYON spotlight, MICROS LED downlights

## Light for unconventional people

The Limbic® Lighting study, conducted by Zumtobel in cooperation with Gruppe Nymphenburg, revealed clear differences between the lighting preferences of individual consumers. Specific target groups respond in different ways to even the slightest changes, which are often hard to detect with the naked eye. As a result, adjusting lighting scenarios to reflect target group-specific preferences can attract certain types of shoppers and therefore boost sales. Zumtobel has been able to use this study to identify three target groups with fundamental differences in terms of lighting design and interior appearance.



IYON is more than a fashion statement.





In the area of retail and presentation, the effectiveness of light is closely related to the buying motives of the customers addressed.

One of these target groups is made up of fun-loving Hedonists and risk-loving Adventurers. The Hedonists in particular tend to get bored quickly, so they need variety and new challenges in their lives. Lighting scenarios should therefore create a relaxed atmosphere whilst simultaneously maintaining a certain level of stimulation.



MICROS offers maximum functionality from minimum size.

The lighting design for Diesel enables high contrasts and a reduced horizontal level of general illumination, together with increased accent lighting through a series of spots. Dimmed and uniform vertical lighting on shelves and display areas also represents an important part of the overall design. The unique optical system of the IYON spotlight makes this LED luminaire perfect for precise and uniform accent lighting, as extremely compact LEDs make it possible to realise very narrow beam patterns for pinpoint emphasis. In this way, the Red Dot Product Design Award-winning IYON luminaire delivers optimum lighting for retail spaces.



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