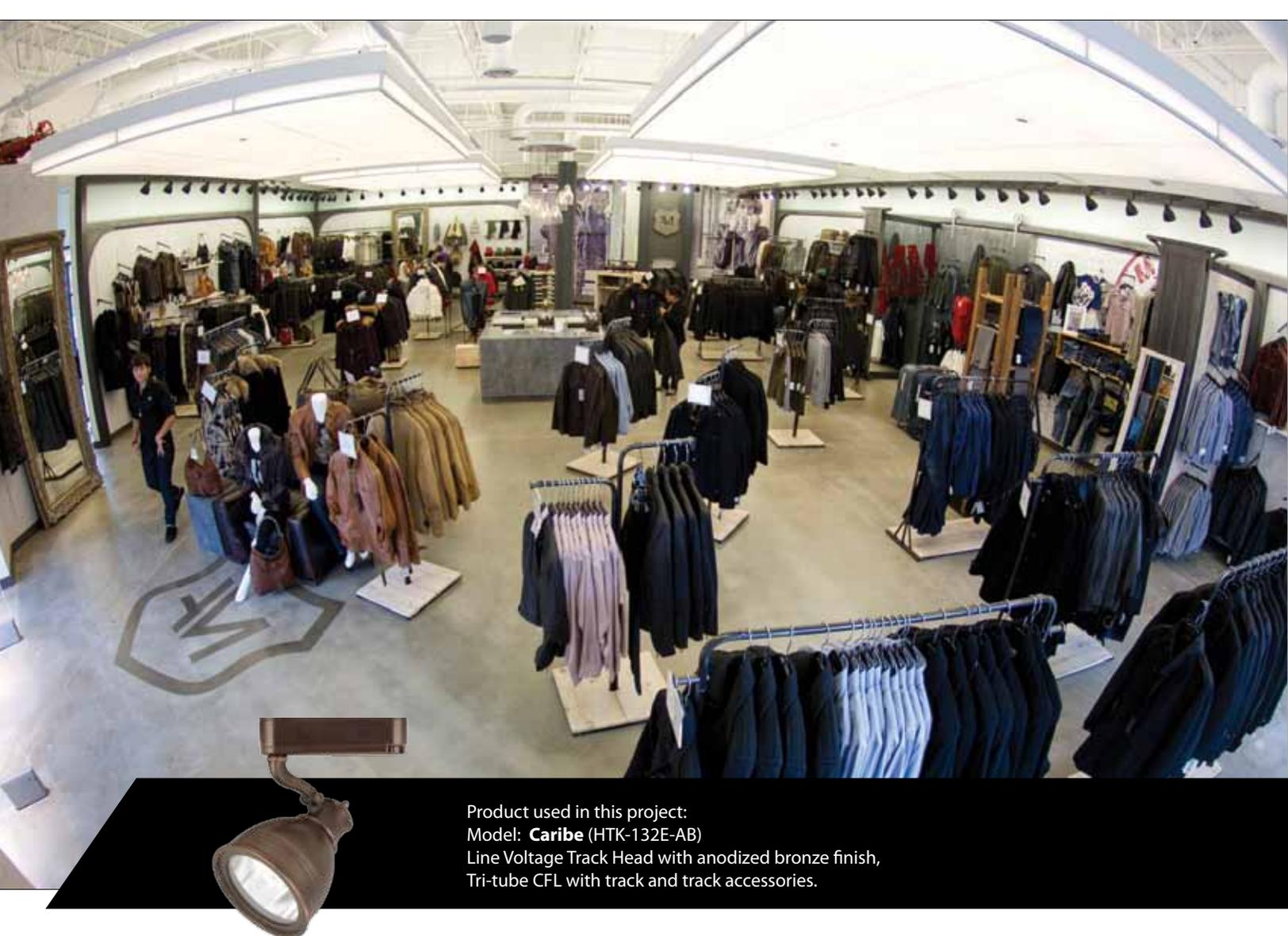


CASE STUDY

Andrew Marc Store

WAC Lighting Delivers Sophisticated Design and Aesthetics for Andrew Marc Stores





Product used in this project:
Model: **Caribe** (HTK-132E-AB)
Line Voltage Track Head with anodized bronze finish,
Tri-tube CFL with track and track accessories.

Andrew Marc was searching for high quality and aesthetically pleasing accent and display lighting to showcase its upscale line of apparel and fashion accessories for men and women. The company turned to WAC Lighting as a source primarily based on the sophisticated design and exceptional detailing that perfectly complemented the look and feel of the entire store.

"It was challenging finding a track fixture that had the look and aesthetics that the client wanted, along with providing the lighting needed," according to Jesse Ludewig, Senior Project Manager of CMA architectural and design firm. "The WAC Lighting track fixture fit both requirements."

WAC manufactured and supplied line voltage track systems featuring the Caribe family of track luminaires in a rich, antique bronze finish, using energy efficient tri-tube CFL (compact fluorescent) lamping. The Caribe luminaires, designed with a classic profile while creating a special ambiance, featured fully enclosed backs to prevent light leaks and front-loading capabilities for convenient re-lamping.

"Andrew Marc is a gorgeous store, and definitely a home run," said Barb Wenberg, Director, New Stores/Concepts of AM Retail. "Despite all of the challenges we faced, several executives from Andrew Marc and G-III Apparel Group visited the store and couldn't be happier with the way it turned out."

WAC's track luminaires highlight apparel and fashion accessories along the perimeter walls that include merchandise displayed on standards, shelves and store fixtures.

"The most important attribute about WAC Lighting fixtures for retail environments is their ability to provide the appropriate light levels for a superior customer experience, along with accurate color quality and rendition, especially for the apparel and fashion industry," continued Mr. Ludewig.



"Today's energy codes, along with the practice of good stewardship and the presence of the green movement, continually set the tone and influence design and how lighting is used in our spaces," said Mr. Ludewig. "Looking for energy efficiency in all aspects of design to lower the carbon footprint and reduce overall energy consumption and related costs is becoming more and more important not only to designers but also the end user, whether it be the store owner or their customers. WAC contributed towards all of these aspects and delivered energy efficient design with a practical lighting package."

WAC supplied track lighting for Andrew Marc Stores in Deer Park, New York, as well as in the Tanger Outlet in Riverhead, NY, Jersey Gardens in Elizabeth, New Jersey, and Arundel Mills in Hanover, Maryland.

About Andrew Marc

For over 25 years Andrew Marc has had a truly American vision, representing the rebel in all of us, the love of our artful roots and the pride in our technological triumphs. A combination of luxury materials, innovative engineering and exclusive artisan details distinguishes Andrew Marc as an iconic American Brand.



Founded in 1981, Andrew Marc began with the introduction of a fur-lined lambskin bomber jacket that immediately became the cornerstone to the company's success. Soon thereafter the collection evolved into a diversified leather, wool and cloth outerwear company.

In February 2008 Andrew Marc was acquired by the G-III Apparel Group, Ltd.

Marc Moto, a Rebel Division of Andrew Marc, is the newest brand offering by Andrew Marc. Announced June 2010, Jones Apparel Group, Inc. won the license to manufacture and distribute this heritage collection with a fresh point of view.

Currently Andrew Marc and Marc New York labels can be found in products for men's and ladies such as soft leather goods, handbags, belts, travel bags, dresses and cold weather accessories.

Project :

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5 Year WAC Lighting product warranty