



# Case Study | Gee Beauty

WAC LIGHTING Illuminates Gee Beauty in Bal Harbour, Florida



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# Hello, gorgeous!

WAC Lighting Puts South Florida Make-Up Studio Up in Lights!

Lighting is highly critical for the Toronto-based Gee Beauty, which recently opened a makeup studio in Bal Harbour, Florida. When Hollywood celebrities and other discerning customers receive signature treatments, such as Gee Beauty Brows, Ultimate Oxygen Facials and Paparazzi Makeup applications, the task lighting can truly make the difference.

"We achieved a bright, white clean modern look with WAC's miniature recessed halogen luminaires that complement the interior décor of the shop," explained Mary Ellen Lynch, Principal of Toronto-based Lynch + Comisso: Architecture + Light. "The fixtures provided superior color rendition, so customers look their best in the mirrors while receiving makeup applications and facial treatments."

Designed with the smallest aperture available for commercial projects, WAC's 3-inch Open Reflector halogen recessed luminaires were installed throughout the shop for high quality light and performance while providing an unobtrusive architectural look on the ceiling. As optimal ambient lighting is highly critical in a beauty shop, the recessed downlights use a 50-watt MR16 lamp for a clean, crisp white light and excellent color rendering for ambient lighting throughout the space. Constructed of die cast aluminum for maximum durability, the recessed downlight trims are featured in an abrasion-proof powder coat white. The fixtures offer a 25-degree adjustable beam angle for a variety of applications.

Inside the treatment rooms, WAC's versatile xenon Button Lights™ are designed with a low profile and shallow depth that enabled placement under cabinet spaces for a built-in look. Constructed of steel, the Button Lights™ combine form and function for discreet under cabinet lighting. The luminaires use 20-watt bi-pin xenon lamps for low energy consumption while providing a robust beam for task lighting.

"We have used WAC Lighting before, and our clients have always been very pleased with the results," explained Ms. Lynch. "This 'Responsible Lighting' manufacturer truly gets it right, incorporating the latest technology, long lasting products, energy efficiency and superb designs into their offerings."

To make the cosmetic products pop in the showroom, the award-winning InvisiLED® Classic tape lights with a 3500K color temperature were incorporated into the millwork of the narrow shelving for optimal task lighting. As many health and beauty products are heat sensitive, it was imperative to use cool-operating LED fixtures. The tape lights, featured in white, use just two watts per foot and provide a long life of 50,000 hours. The energy efficient InvisiLED® was easy to install and virtually invisible, while providing the ultimate in flexibility and delivered with precision and quality.

"With a high-end business and a very discriminating clientele, it is vital that customers look their best and in the right light," continued Ms. Lynch. "WAC did that and more."





## About Gee Beauty

Toronto-based Gee Beauty recently opened a shop in Bal Harbour, Florida. The salon features a pristine white decor, stylish fittings and rows of beautiful bottles and jars. The Gee family's ethos prioritizes results-driven products and treatments above all else; they manage clients' beauty routines efficiently, while maintaining the highest level of care and attention.

Led by mother Miriam, the Gee team's combined experience in the beauty industry is vast. Miriam was a renowned makeup artist and fashion magazine editor, until her eldest daughter Natalie urged her to open her own beauty studio in Toronto. Natalie, fresh from a career in film and television, joined Miriam to create the business plan, while her sister Celene brought her skills as a graphic designer to the role of Creative Director. Finally, the youngest of the Gees, Stephanie, focuses on the beauty menu.

The extensive treatment menu delves beyond the standard salon repartee with specialist skincare and make-up options, not to mention the unique experience base of the Gee team—who dole out beauty secrets with each purchase. Particularly noteworthy are: the signature Gee Beauty Brow, the Gee Beauty Lash Extension treatment, the Ultimate Oxygen Facial, and Paparazzi makeup applications. In addition, Gee Beauty's Bal Harbour store is loaded with must-have products, including the complete line of the company's own cosmetics.

## About Lynch + Comisso: Architecture + Light

Founded in 1997, Lynch + Comisso: architecture + light is a full service architectural and lighting design firm and performed the lighting design on the Gee Beauty project. The firm's philosophy is to approach design with an open mind, progressive thinking, and plenty of research. These tools equip its team to effectively solve the problems presented by each project. Every new project is approached as an individual challenge with its own tailor-made solution.

In addition to a variety of new projects, many of its past projects involve renovating and updating a wide range of existing buildings from single-family houses to commercial spaces and museums. Renovation projects in particular require close examination and analysis of the existing conditions and history. Lynch + Comisso is committed to listen, lead, advise, present and act upon choices reached through consensus.

## About Lloyd Ralphs Design

Known for creating stunning eclectic, modern and glamorous environments, Lloyd Ralphs Design which developed the interior design plan on the Gee Beauty project provides design consultation and services for a wide variety of high profile residential, commercial, retail and hospitality clients.

Christine Ralphs and Michelle Lloyd have been widely recognized as trendsetters and tastemakers through extensive magazine and television coverage. Their combined design expertise enables Lloyd Ralphs to approach each project as a harmonious whole. When addressing the needs of each client, the Lloyd Ralphs chic, stylish touch is clear.



## The WAC Lighting Story

WAC Lighting is a leading global manufacturer and innovative designer of lighting for Luxury Residential, Commercial, Hospitality, Institutional and Architectural applications, specializing in track, recessed, under cabinet, monorail Step and wall lights, and decorative lighting, with a new step and wall lights and a sustainable LED collection.

WAC has developed a stellar reputation for upscale decorative and task lighting lines backed by an extraordinary level of service, an unprecedented shipping record, and a Five Year Product Warranty. To reflect Green energy saving strategies, social progress and community involvement, WAC uses the brand standard "Responsible Lighting."

WAC offers a broad range of award-winning products: Low/Line Voltage Track and Rail Systems; LED, Line and Low Voltage Recessed Downlights; InvisiLED® LED tape systems for both indoor and outdoor applications; LED Step and Wall Lights; Artisanal Glass Pendants and Wall Sconces; Mono and Multipoint fixtures; Counter Balance Adjustable; SMART Transformers; Organic LED luminaires; and other specialty lighting items. Nearly 90% of WAC Lighting LED products are fabricated, to a component level, within its facilities in the US and a wholly owned zero-landfill manufacturing campus in China.

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### Project:

#### **Gee Beauty, Bal Harbour Shop**

9700 Collins Avenue

Bal Harbour, Florida, USA 33154

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[geebeauty.com](http://geebeauty.com)

### Contractor:

#### **Brodson Construction Inc.**

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### Lighting Designer:

Mary Ellen Lynch

#### **Lynch + Comisso: Architecture + Light**

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### Interior Designer:

Christine Ralphs

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### Photography:

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### Distributor:

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