

A Helvar Case Study

Samsøe Samsøe
Copenhagen, Denmark

Helvar

Vanpee

High quality lighting meets high quality fashion.

Samsøe Samsøe was founded in 1993, when the Samsøe brothers opened a small shop in Copenhagen's Latin Quarter. The brand, which originally only sold jewelry, was quickly expanded to include quality T-shirts and knitwear, primarily for men.

The brand transformed into an international fashion house in 2000, with a focus on modern clothing, footwear and accessories for men and women.

Samsøe Samsøe, which is rooted in the Scandinavian cultural heritage, defines an aesthetic style that combines the utilitarian energy of Copenhagen street style with a characteristic Scandinavian



spirit. This style is recreated in a lot of the company's stores throughout Denmark and Europe.

Samsøe Samsøe stores located in Copenhagen, London and

Brussels have been fitted with a series of Helvar 910 router system.

The new system offers control of each individual luminaire in order to create a calm and welcoming ambience for customers.

Helvar dimmers allow leading or trailing edge dimming of the lights and by using the Helvar universal dimming module, the client has site wide control of all luminaires, giving a complete operational system.

Helvar 135 button panels are located in the stores to give control for the staff.

The solution has provided huge visual impact to the shopping experience in the Samsøe Samsøe stores.

