

Isaac Mizrahi Display by Marc Fisher Footwear, New York, NY



Style
F502
gondolier®

Architect: Parisot Design, LLC
Engineer: Thomas Veltre, P.E., P.C.
Lighting Design: Conceptual Lighting, LLC
Photography: Peter Romaniello

Product Showroom:

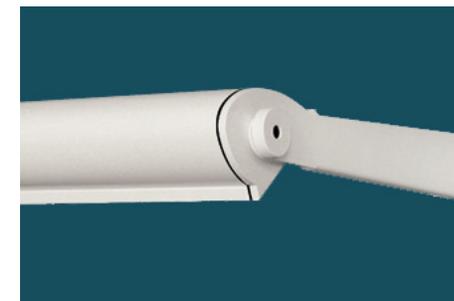
Display Wall: 8' tall x various lengths (14'-6" shown above)
Luminaires: (28) F502-S48D-H-02-1-0K-0 (54W, 4' T5HO) and
(24) F502-S36D-H-02-1-0K-0 (39W, 3' T5HO) with
ABSG snap-in parabolic cross baffles, mounted on
modified VGW3402 (34") cantilever arms
Estimated vertical illuminance: 40 fc avg. initial on display wall
Estimated power density: 1.0 W/sf (wall washers only)

elliptipar Style F502 gondolier®

Isaac Mizrahi has been known for timeless cosmopolitan style since his first collection in 1987. He currently has a couture/semi-couture collection, Isaac Mizrahi New York, and a lifestyle collection on QVC, ISAACMIZRAHILIVE!, and is creative director for another QVC line, Liz Claiborne New York. He also designs costumes for musicals, opera, dance and theater. Mizrahi is a familiar figure in the media, starting as subject and co-creator of the 1994 documentary *Unzipped* on the making of a fall collection. In addition to numerous guest appearances, he hosted his own talk shows on Oxygen Network and Style Network and continues as head judge on Lifetime's *Project Runway: All Stars*.

Marc Fisher Footwear provides various licensed design, manufacturing and distribution services for a number of well known lines, including those of Isaac Mizrahi, Tommy Hilfiger, Ivanka Trump, Guess, and Unisa. It owns the Marc Fisher, Sigerson Morrison, and Belle by Sigerson Morrison brands, and licenses Marc Fisher handbags.

This wholesale display of Isaac Mizrahi shoes is illuminated with an **elliptipar Style F502 gondolier** retail lighting system. The **F502** features a smooth reflector, paired here with custom solid arms, in semigloss white.



The **F502 gondolier** reflector conceals the T5 lamp from normal view while driving light to the bottom of each display. Optional snap-in cross baffles (used at Marc Fisher) enhance lengthwise shielding in layouts that permit frequent viewing parallel to the fixture length.

gondolier presents a minimal silhouette against the lighted display — combining a slender, remote-ballast reflector assembly with a discrete, through-wired ballast channel at the upper edge of the mounting surface.

U.S. Patents 6,270,232; 6,431,721; 6,808,285; 6,827,465; 7,377,688