

## CASE STUDY

# CH PREMIER JEWELERS SETS A NEW BENCHMARK IN LUXURY RETAIL LIGHTING



### PROJECT SUMMARY

#### Name of the project

CH Premier Jewelers

#### Type of Building

Luxury Jewelry Retail

#### Location

Westfield Valley Fair,  
California

#### The Requirement

- Elegant lighting control
- Clutter-free interior
- Adaptive dimming
- Energy efficiency

#### Key Outcomes

- Adaptive lighting scenes
- Enhanced product highlights
- Energy-efficient control
- Clean showroom aesthetics

#### Devices

- Radiar AR10  
2 channel AC powered 0-10V room controller
- Radiar AF10  
2 channel AC powered 0-10V fixture controller
- Omni TED  
Trailing edge dimmer
- PSC-WCM-450-BLE-WS  
Single channel AC powered 0-10V room controller
- PSC-DM-I-WS-100-BLE-WS  
Wireless Motion Sensor Dimmer Wall Switch
- PSC-DM-WS-100-BLE-WS  
Wireless Wall Switch
- Cyrus AP  
AC Powered Wireless PIR Motion & Light Sensor

# OVERVIEW

In the world of high-end jewelry, presentation is everything. CH Premier Jewelers, known for its meticulously curated CH Collection needed a lighting control system as refined and responsive as the pieces it showcases. With luxury clients expecting perfection at every turn, CH Premier turned to Lumos Controls to bring unmatched elegance, functionality, and ambiance to their retail space.

To complement the elegance of the collection, the lighting environment had to reflect the same standard - luxurious, clean, and intelligent. The client required lighting that enhances every jewelry detail while providing flexibility and ease of control.

## OBJECTIVE

- Deliver a consistent lighting experience aligned with brand guidelines
- Showcase the craftsmanship and detail of high-value jewelry pieces for customers
- Preserve a sleek, modern showroom design with hidden control hardware
- Provide staff with intuitive zone-based control for events and routine use
- Optimize energy consumption through occupancy and daylight-responsive automation
- Enhance overall customer satisfaction with an engaging, seamless ambiance

## CHALLENGES

Lighting in luxury retail is more than illumination - it's part of the storytelling. During implementation at CH Premier Jewelers, the team encountered several challenges specific to maintaining brand consistency, operational efficiency, and store aesthetics:

- Matching the brand's visual standards across other retail outlets
- Ensuring lighting complements the luxury aesthetics of the store
- Managing lighting zones based on store layout and operational needs
- Achieving smooth, flicker-free dimming across various fixture types
- Minimizing visible hardware to preserve a clean showroom design
- Integrating sensors and controls without affecting the premium look



# SOLUTION

To address the unique lighting requirements of CH Premier Jewelers, we deployed a range of intelligent devices that worked together to elevate both ambiance and operational control.

## Radiar AR10 and Radiar AF10

These dual-channel 0-10V controllers with inbuilt relays formed the backbone of ambient and display lighting. By enabling individual and grouped dimming, they ensured jewelry items received the perfect amount of light to highlight sparkle and craftsmanship, addressing the need for visual clarity while supporting multiple lighting zones.

## Omni TED

This trailing edge dimmer offered smooth, flicker-free dimming for decorative fixtures. Its silent operation maintained a quiet and calm showroom atmosphere, ideal for luxury retail. It was especially effective for accent lights that needed soft transitions throughout the day.

## Single channel AC powered 0-10V room controller (PSC-WCM-450-BLE-WS)

Deployed for room-level control, this compact 0-10V controller handled specific lighting zones such as entrance areas, counters, and aisle spots. It gave the staff flexibility in controlling brightness without disrupting the store's aesthetics.

## Wireless Motion Sensor Dimmer Wall Switch (PSC-DM-I-WS-100-BLE-WS) & 1-Button Mesh Wall Controller (PSC-DM-WS-100-BLE-WS)

These wireless wall switches and motion sensor dimmers replaced traditional switches. Their sleek, button-based interfaces kept the walls clean and unintrusive, preserving the store's modern look. They also allowed quick access to lighting scenes for events, restocking, or customer walkthroughs.

## Cyrus AP

The PIR motion and light sensor played a vital role in energy optimization. It adjusted lighting levels based on occupancy and available daylight, ensuring the store remained well-lit when needed and conserved power during downtime, all without staff intervention.



## RESULT

The lighting transformation at CH Premier Jewelers delivered the perfect combination of visual appeal, operational control, and energy efficiency. The upgraded system met every functional and aesthetic goal of the luxury store.

- **Enhanced Product Presentation**  
Lighting control helped showcase every detail and cut with clarity and emphasis.
- **Clean Store Design**  
Wireless switches and sensors maintained a minimal, modern interior.
- **Flexible Zone Control**  
Staff can now manage lighting by area and activity with ease.
- **Smooth Lighting Experience**  
Silent dimming ensured a calm and refined atmosphere.
- **Reduced Energy Consumption**  
Automation and occupancy-based control cut down unnecessary usage.

## ABOUT LUMOS CONTROLS

Lumos Controls helps businesses create intelligent spaces through smart lighting solutions that are easy to deploy, flexible to manage, and designed to elevate experience. With a growing presence in luxury retail, hospitality, commercial, and industrial spaces, Lumos Controls continues to lead the way in lighting innovation.



## Looking to upgrade your store's lighting experience?

Connect with our team.