

PROJECT PRESENTATION

Tulips by Satyabhama Banjara Hills, Hyderabad

Lighting design for a designer-saree boutique ·
ground, first and second floors · 2025

The project at a glance

Project card

CLIENT	Tulips by Satyabhama, a designer-saree boutique
LOCATION	Road No 11, Banjara Hills, Hyderabad
SCOPE	Lighting design for the ground, first and second floors: sales floors, racks, display tables, fitting rooms and a photoshoot area
YEAR	2025
TIMING	Designed in October 2025, before fit-out, for a store opening in December 2025
WE STARTED FROM	The interior designer's 3D scheme, which leaned on soft ambient light

3 floors

About 234 m² of sales floor: ground, first and second

2.45–2.76 m

Ceiling heights, so every light sits close to the sarees and the people

776–882 lux

Average on each sales floor, against a target of 500 lux

1,000+ lux

At the darkest point of every display table

CRI 90+

Product spots that show saree colours true

1,325 lux

On the customer in the second-floor photoshoot area

The story

The brief, our approach and how we checked the light (pages 3–5)

The results

Floor by floor, fitting rooms, contrast, false-colour plans, aiming and design visuals (pages 6–14)

THE PROJECT

The brief, and the space we designed for

Tulips by Satyabhama was building a new designer-saree boutique on Road No 11, Banjara Hills, to open in December 2025. The owner came to us before fit-out. He was worried the sarees would not stand out once the store opened.

A scheme built on mood light

The first interior scheme leaned on soft ambient light, with very few lights aimed at the merchandise.

Three floors, low ceilings

Ceilings of 2.45 to 2.76 m on all three floors. The lights sit close to the sarees and to people, so every aim counts.

Racks, rails and tables

Wall racks and rails along the walls, display tables with seating, mannequins, fitting rooms and a photoshoot area.

Time to change course

Because we worked before fit-out, ceiling positions and electrical points could still move to suit the calculation.



Ground floor: seating, rails, the counter and the arched windows.

OUR APPROACH

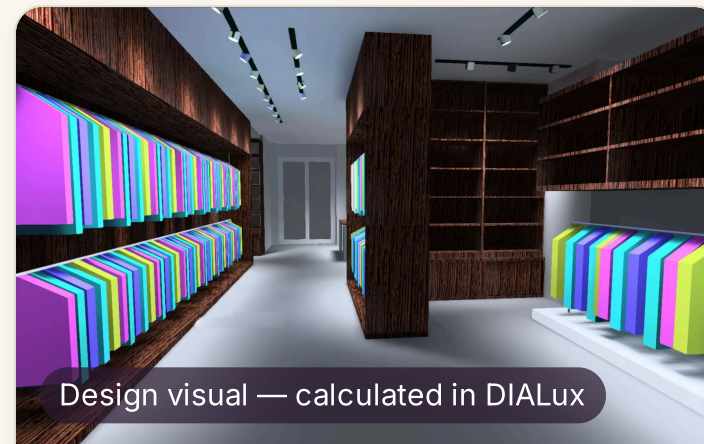
Products first, looks second

We rebuilt the lighting scheme in DIALux around one rule: the sarees come first. Every rack, show window and the photoshoot area got its own light target before the layout was fixed.



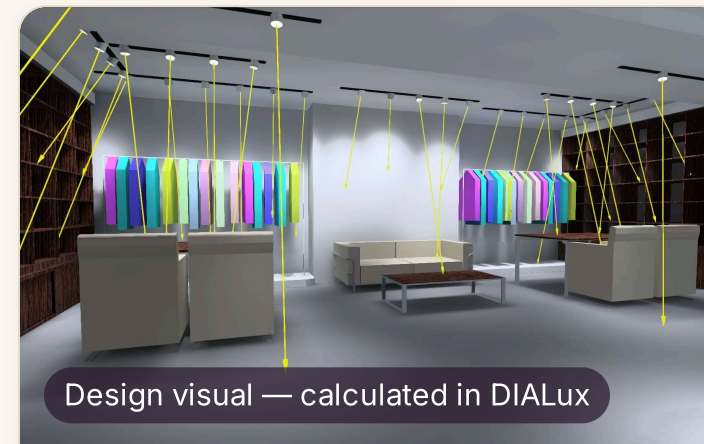
Light on the merchandise

Track spots are aimed at the racks, rails, tables and mannequins, so the eye goes to the merchandise first.



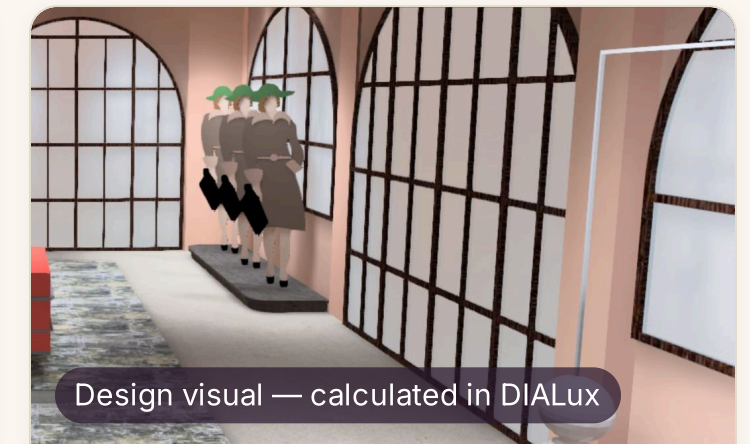
Contrast on purpose

Bright product zones with quieter walkways between them, so the sarees stand out from the moment you walk in.



Track you can re-aim

Track lighting runs through all three floors, so the team can re-aim and re-balance the spots as the merchandise changes.



Windows as their own scene

The show windows were lit to read from the street, not only from inside the store.

Yellow lines in the aiming view show where each spot points.

How we checked the light

We did not stop at one average for the room. In DIALux we measured the light on the surfaces a customer actually looks at:

- Display tables and sofa seats: light on the top surface.
- Wall racks and display walls: light on the face of the shelves, measured upright.
- Walkways: light on the open floor between the displays.
- Fitting rooms and the photoshoot area: light on the customer's body, measured upright.
- Each sales floor as a whole, 0.8 m above the floor.

Every result allows for dust and the ageing of the lights (maintenance factor 0.80).

Our targets

Sales floors	500 lux average or more
Fitting rooms	500 lux average or more
Toilets	300 lux average or more

Our design aim: racks, tables and displays clearly brighter than the walkways beside them.



Second floor: display tables with seating, in front of the wall racks.

Ground floor



Ground floor: the counter, seating and a rail by the windows.

The arrival floor: a lounge with sofas and display tables, a counter, wall racks, and mannequins by the arched windows.

Where	Target (lux)	Calculated average (lux)
Sales floor, 63 m ² , at 0.8 m	500+	882 ✓
Display tables, top	—	1,774
Sofa seats	—	1,174
Wall racks, shelf face	—	1,002
Product displays, face	—	894
Walkways, open floor	—	494

Display tables: even the darkest point gets 1,162 lux.
Calculated in DIALux, maintenance factor 0.80. Ceiling height 2.58–2.76 m.

First floor



Design visual — calculated in DIALux

First floor: a display table, a lit rail and a mannequin display.

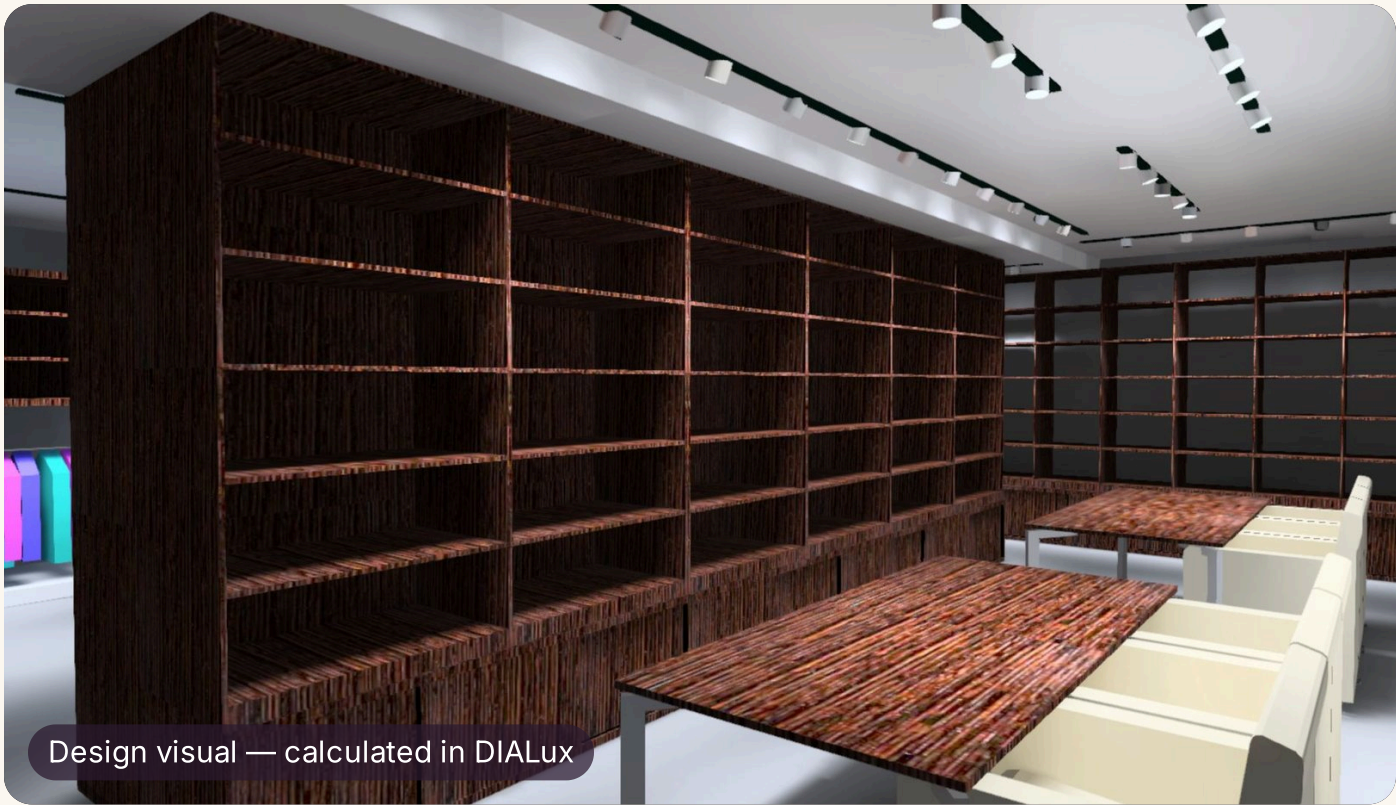
Rails, wall racks, two display tables with seating, a sofa corner, mannequin displays, two fitting rooms and a toilet.

Where	Target (lux)	Calculated average (lux)
Sales floor, 77 m², at 0.8 m	500+	827 ✓
Display tables, top	—	2,150 and 2,152
Product displays, face	—	1,238 and 611
Wall display, face	—	1,138
Wall racks, shelf face	—	1,193 and 1,006
Sofa seats	—	903
Walkways, open floor	—	355

Display tables: even the darkest points get 1,019 lux or more.

Calculated in DIALux, maintenance factor 0.80. Ceiling height 2.45–2.60 m. Fitting rooms: page 9.

Second floor



Second floor: wall racks with display tables and seating.

Long runs of wall racks and saree rails, a display table, a sofa area, the photoshoot area, a fitting room and a toilet.

Where	Target (lux)	Calculated average (lux)
Sales floor, 95 m ² , at 0.8 m	500+	776 ✓
Display table, top	—	1,943
Photoshoot area, on the customer	—	1,325
Wall racks, shelf face	—	878–1,121
Sofa and table area	—	611
Walkways, open floor	—	427

Display table: even the darkest point gets 1,058 lux.

Calculated in DIALux, maintenance factor 0.80. Ceiling height 2.45–2.60 m. Fitting room and photoshoot area: page 9.

Fitting rooms and the photoshoot area



Second floor: the photoshoot area.

In the fitting rooms we planned two layers of light: one set for the mirror view, and a brighter photoshoot layer the staff can switch on when a customer wants a picture of the look.

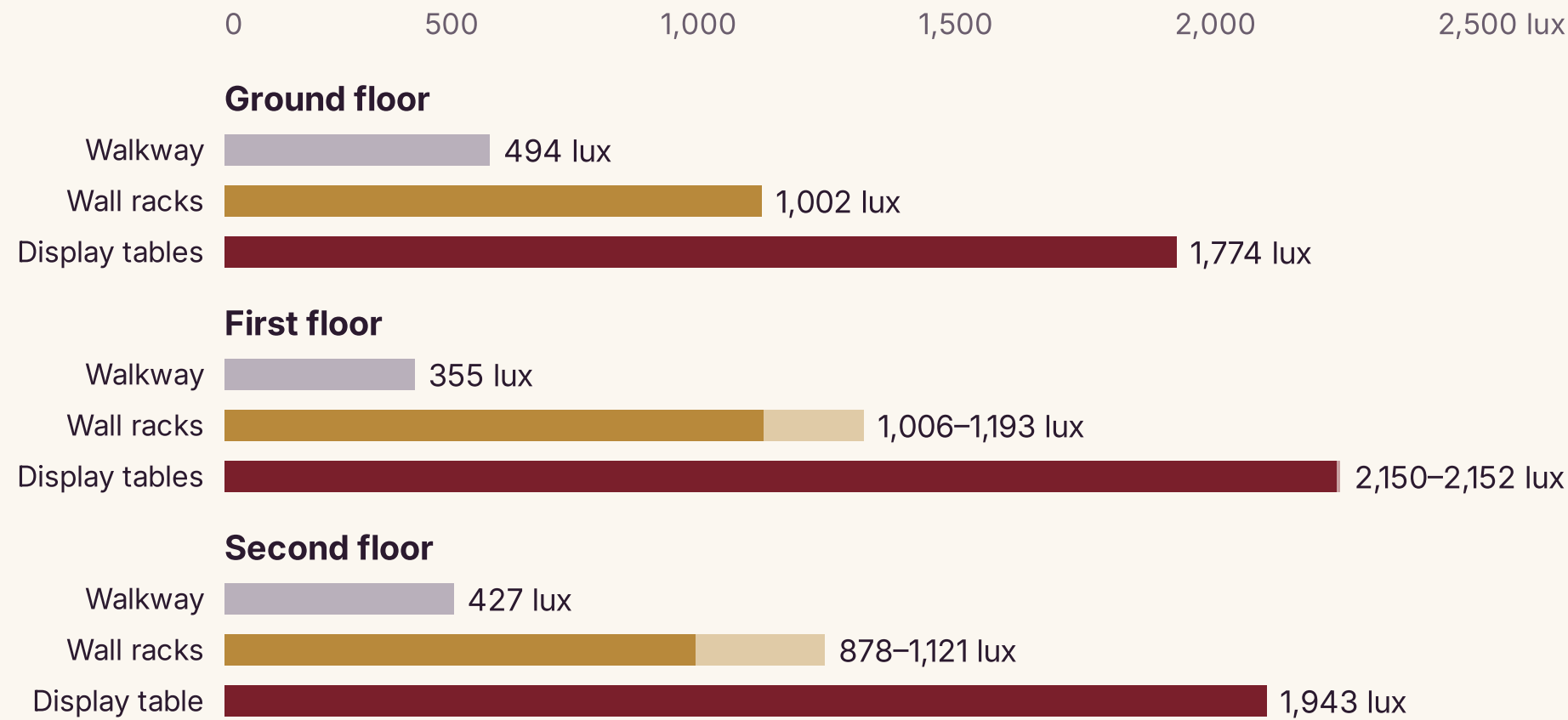
We measured light on the customer's body, upright, as well as on the floor.

Room	What we measured	Target (lux)	Calculated (lux)
First-floor fitting room 1	Floor, at 0.8 m	500+	888 ✓
First-floor fitting room 1	On the customer's body	—	442
First-floor fitting room 2	Floor, at 0.8 m	500+	901 ✓
Second-floor fitting room	Floor, at 0.8 m	500+	1,158 ✓
Second-floor fitting room	On the customer's body	—	469
Photoshoot area	On the customer's body	—	1,325 (lowest point 551)
Toilets, first and second floor	Floor, at 0.8 m	300+	519 and 469 ✓

Calculated average values in DIALux, maintenance factor 0.80.

Sarees brighter than the walkways

Contrast was planned, not left to chance. On every floor the racks get about two to three times the light of the walkway beside them, and the display tables about three and a half to six times.



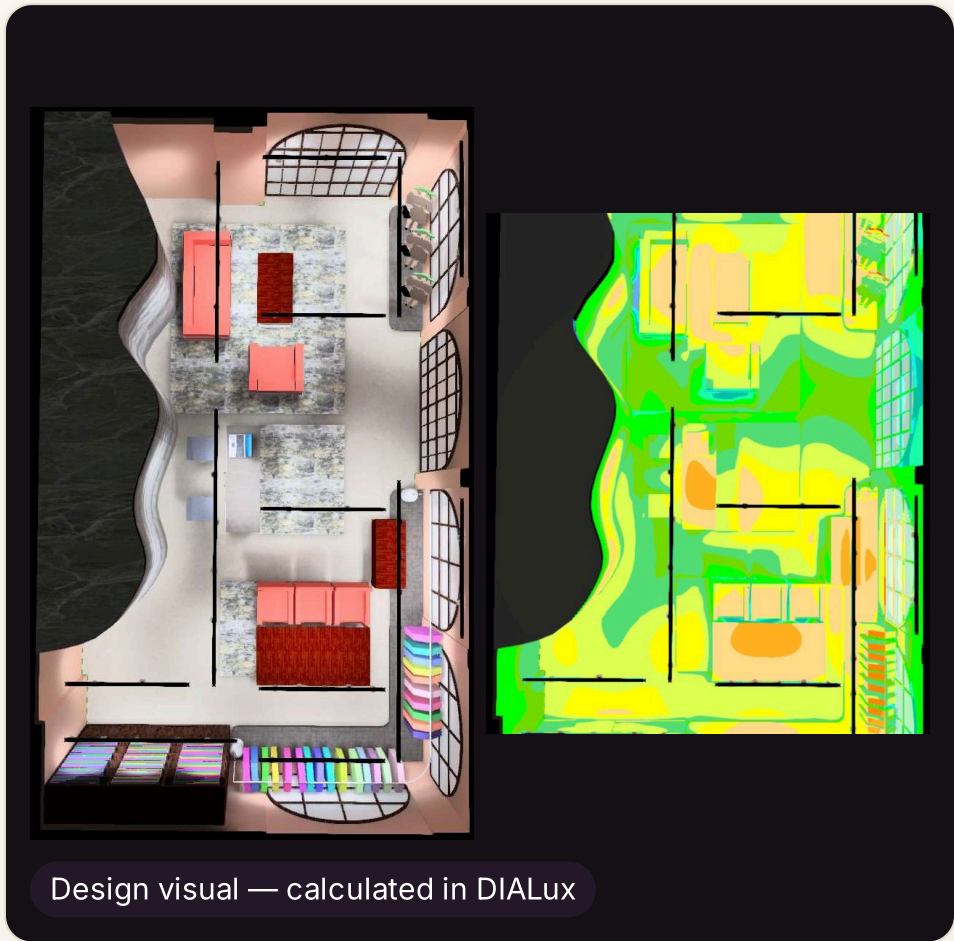
No dim corners on the tables

The darkest point on every display table is still above 1,000 lux: 1,162 on the ground floor, 1,177 and 1,019 on the first floor, 1,058 on the second. Uniformity on the table tops is 0.47 to 0.66.

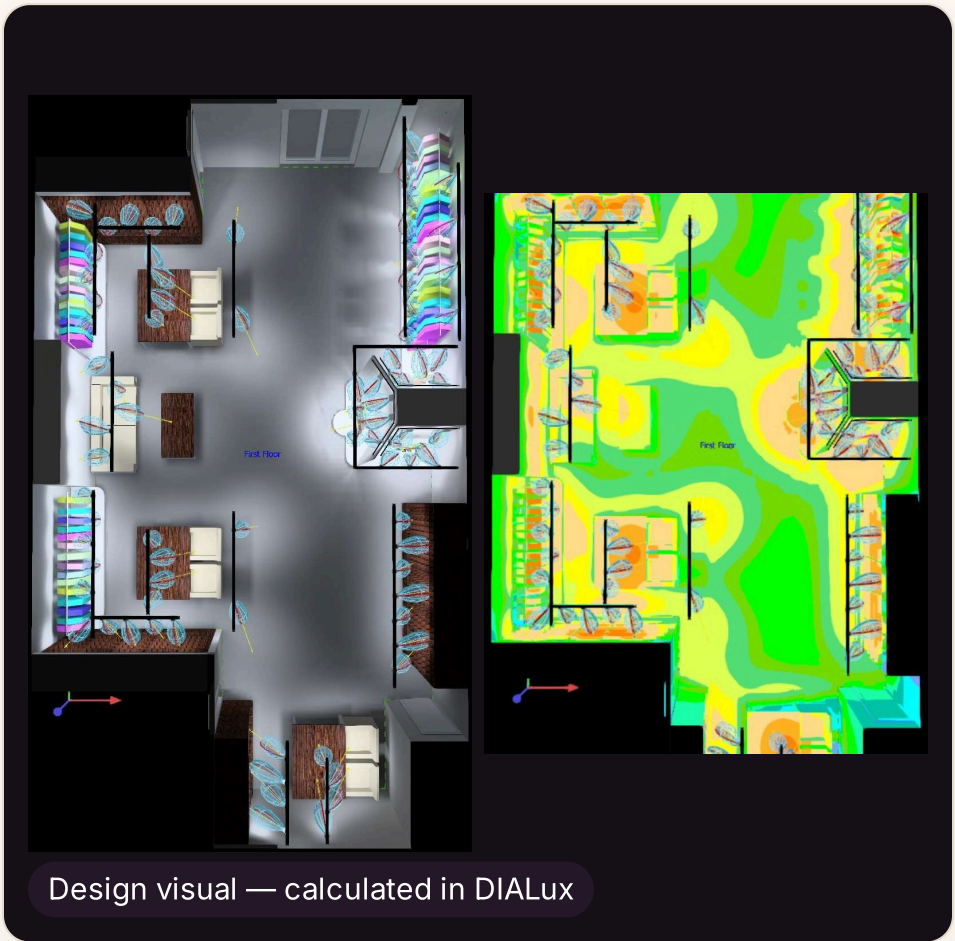
Average lux calculated in DIALux, maintenance factor 0.80. Racks measured upright on the shelf face; tables and walkways on the surface.

Where the light falls

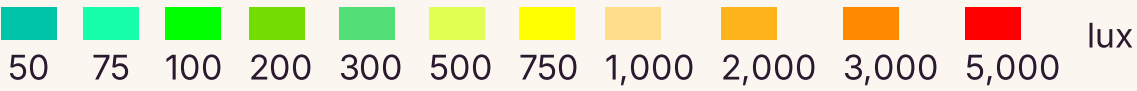
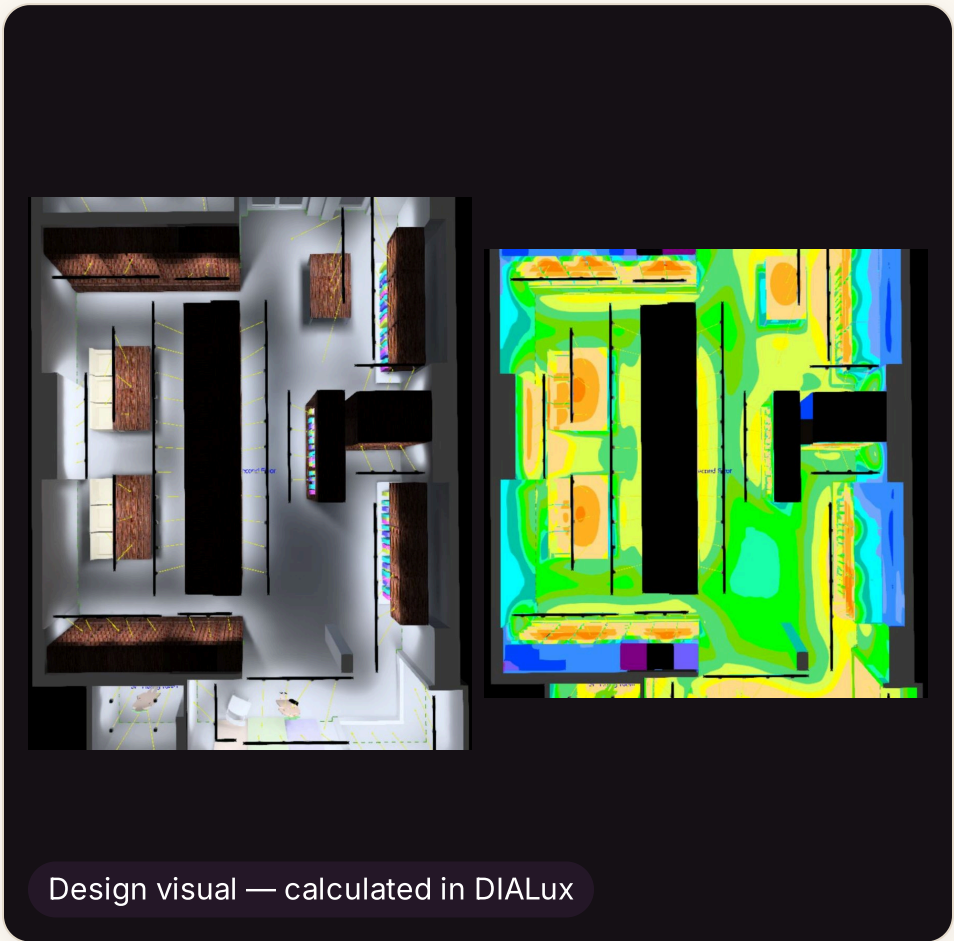
Ground floor



First floor

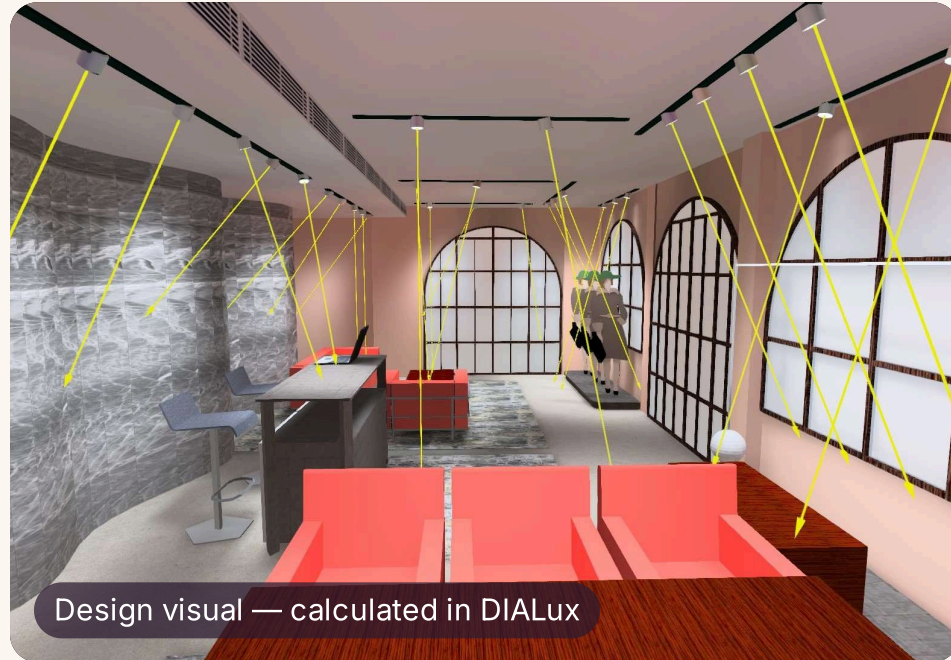


Second floor

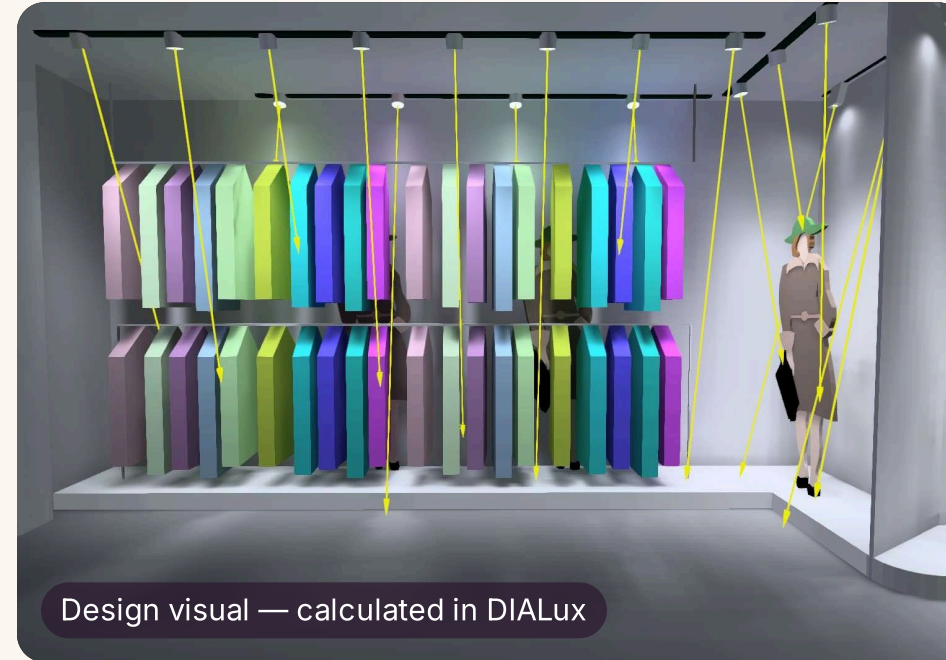


In each pair: left, the floor seen from above; right, the same view in false colour, showing the calculated light on every surface. Warm colours are brighter: the racks and tables show warm, the walkways cooler.

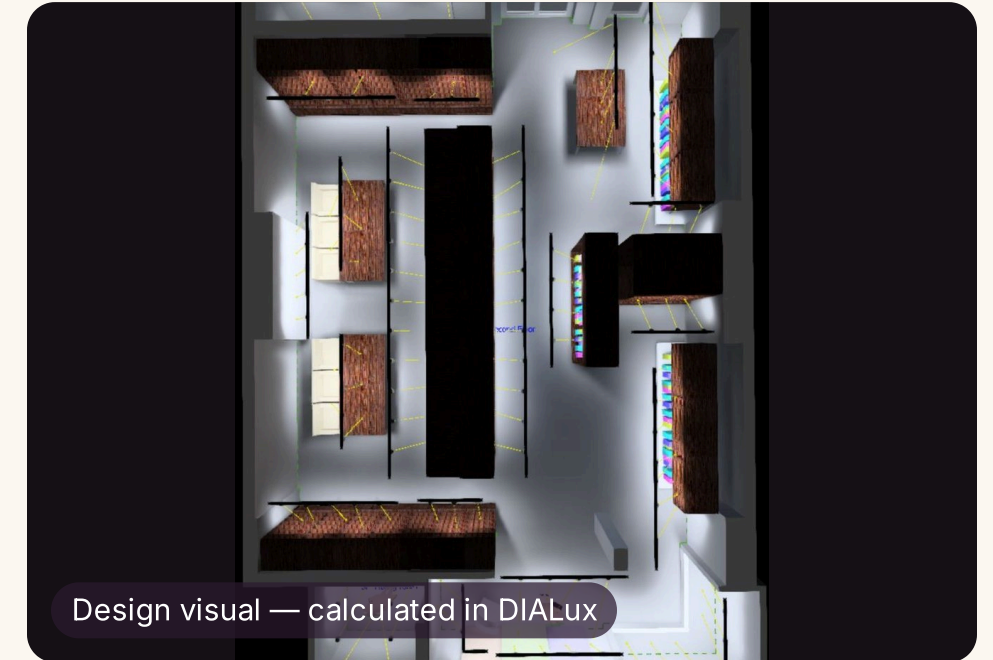
Every spot aimed before it is fixed



Ground floor



First floor



Second floor, seen from above

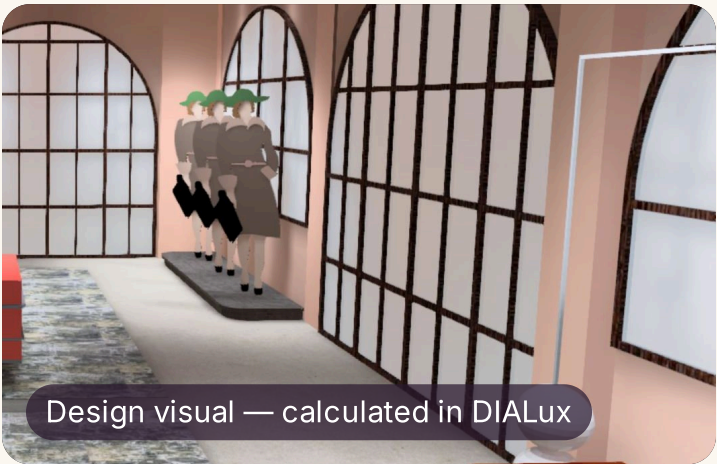
In the DIALux model every spot is aimed: at a rack, a rail, a table, a mannequin or a window. The yellow line shows where each one points.

The site team works from the same aiming views and our AutoCAD lighting layout. Because the spots sit on track, they can be re-aimed later as the displays change.

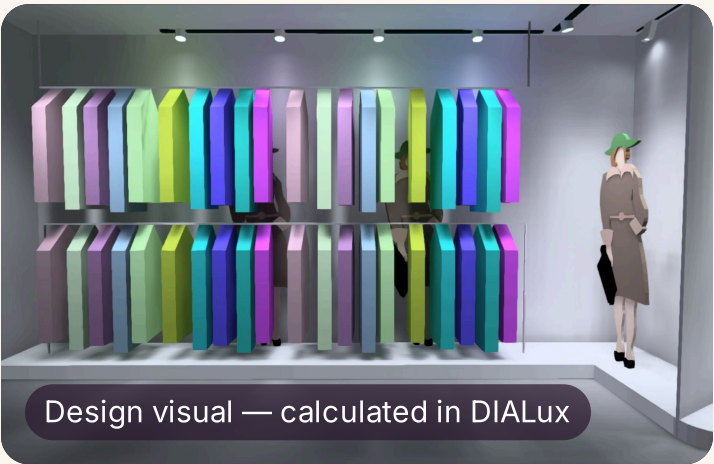
Design visuals of the three floors



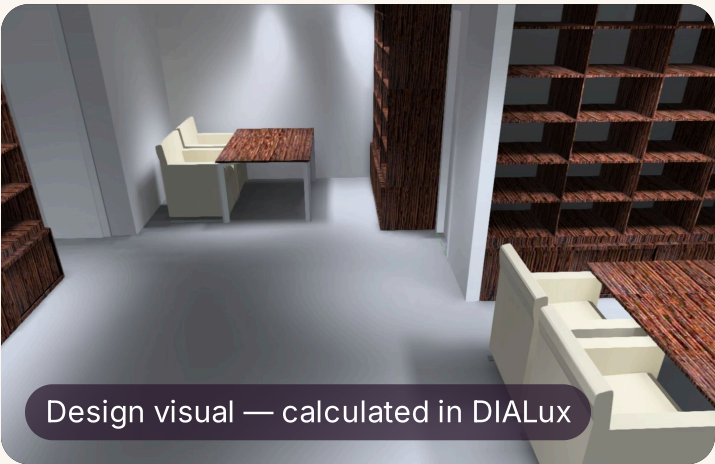
Ground floor: arrival, counter and lounge



Ground floor: mannequins by the arched windows



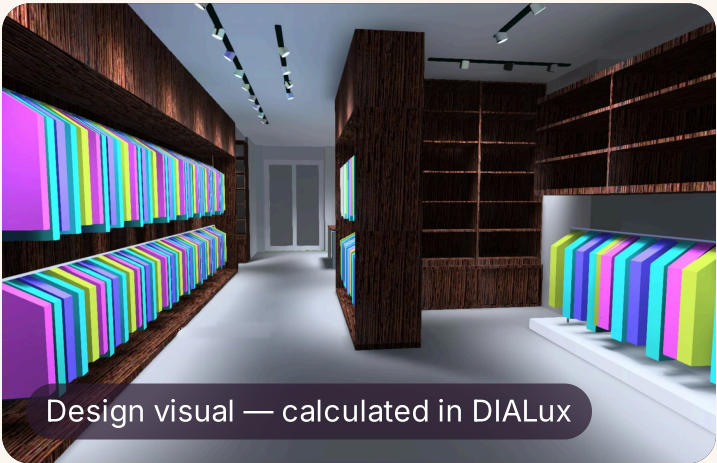
First floor: a lit rail and a mannequin



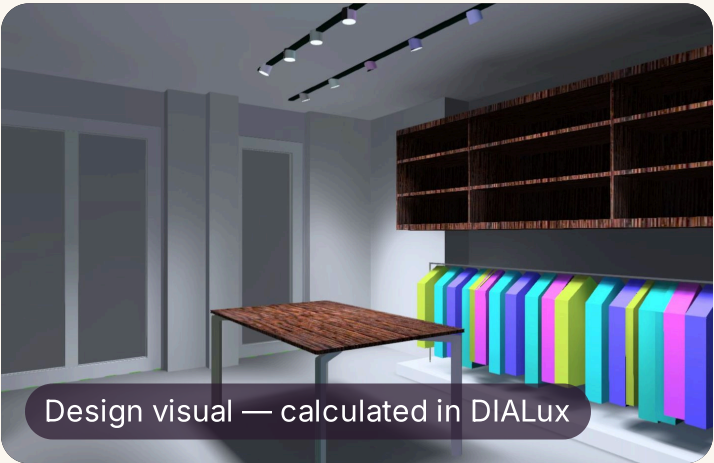
First floor: wall racks and a display table



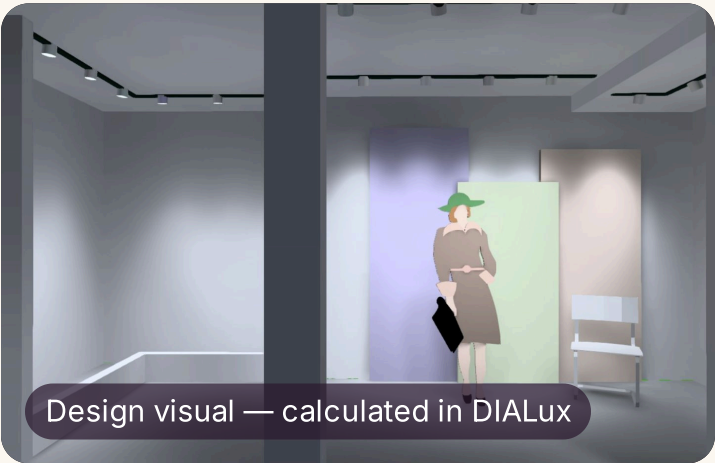
First floor: display table and rail



Second floor: the saree aisle



Second floor: rails under the upper racks



Second floor: the photoshoot area

Design visuals calculated in DIALux. Simple stand-in shapes show the sarees and mannequins; the light levels are calculated, not painted in.

NEXT STEP

What we delivered

- ✓ A DIALux model of all three floors
- ✓ Light levels area by area: tables, racks, displays, walkways, fitting rooms and the photoshoot area
- ✓ False-colour plans and 3D design visuals of every floor
- ✓ Aiming views, so the site team knows where every spot points
- ✓ An AutoCAD lighting layout for each floor, with aiming arrows
- ✓ Ceiling and electrical point positions checked against the calculation, before fit-out

Planning a saree or fashion boutique?

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