



Mercedes-Benz Fashion Week Madrid

Client Fluge Audiovisuales

Location Madrid, Spain

Distributor Stonex

Brief

The Mercedes-Benz Fashion Week Madrid (MBFW Madrid) is world renowned for combining the creativity of designers, artists and style icons all under one roof, showcasing the latest fashion trends for the year.

For five days the Madrid fashion week brought together 50 high-quality programmes, 43 fashion brands and over 50,000 visitors to the capital.

It was essential for top of the range lighting to be used during the fashion week, but also be versatile for us during the rest of the year and the other events the venue would host.

Approach

When lighting the space, being able to provide smooth dimming light was essential, to go from absolute darkness to focused illumination in between shows.

In order to create the specific atmosphere typical of high-end fashion shows, the light had to be targeted right in the middle of the room, allowing the viewers to enjoy the show under the perfect amount of brightness, whilst the audience remains in darkness.

40 ArcSystem fittings were installed to equip the main Pavillion and the Catwalk Room areas. With Spanish distributor Stonex on hand throughout the project, to ensure timely delivery and a swift 1-day installation and commissioning

Outcome

Our LEDs were used to spectacular effect, providing additional light and improved ambience of the catwalk spaces. By providing luminaires with a low energy consumption, the venue has been able to make an on-going cost saving, whilst still retaining perfect dimming use and high CRI quality.

Since the installation for MBFW Madrid, the GDS lighting system has been used for many other high-profile events, such as ARCO – Contemporary Art Fair and the FITUR – International Tourism Fair.



“It has been an honour to work on one of the world’s most prestigious Fashion shows. Collaborating with Stonex has allowed us to achieve incredible results, with light fittings that exceeded the expectations of the client’

James Hall

Head of Sales, GDS

“Fashion is a world where colour is of paramount importance. In order to achieve the highest fidelity, GDS fixtures were chosen thanks to its high CRI, providing the highest quality illumination.”

Pilar Rodriguez

Stonex

