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Illuminée Studio is proud to announce its selection as Northern California's sole distributor for Pale Rose lighting collection by Louis Poulsen. The collection reimagines the iconic lighting designs of celebrated Danish designers, Poul Henningsen and Vilhelm Lauritzen, now drenched in a captivating Pale Rose Hue.

As the Central Coast's top destination for contemporary lighting, furnishings, and design, Illuminée is thrilled to unveil this exquisite collection as they celebrate the expansion of their furniture and lighting showroom. "Being recognized with the Pale Rose distributorship in Northern California is a significant honor. Louis Poulsen lights are true art pieces and introducing them in our expanded showroom is both an honor and a thrill," says Isabelle Brightman, Illuminée's owner.

Illuminée extends a warm invitation to the community to immerse themselves in the allure of these lights firsthand. "Louis Poulsen lights offer more than illumination: they craft an ambiance. Our event with Louis Poulsen is a celebration of beauty and an opportunity to inspire guests to imagine such beauty in their own homes," shares Brightman.

To celebrate Pale Rose's debut, we are hosting a reception Thursday, October 12, 2023, from 5:00 pm - 8:00 pm, with a preview opportunity throughout the day from 11:00 am - 5:00 pm.

About [Illuminée](#)

Founded in 2006, Illuminée debuted as a lighting showroom in Santa Cruz's vibrant west side. Responding to the needs of the community, in 2019 they opened their second showroom, a curated space for contemporary furniture, home accessories, and a wide selection of lighting. In 2022, they launched their e-commerce platform to serve design enthusiasts across the United States. In addition to being a retail destination, Illuminée provides design services, lighting design, and a dedicated trade service to trade professionals. Illuminée welcomes people to its beautiful neighborhood, and to explore its two exciting locations, just a half-mile from the ocean.

About Louis Poulsen

Established in 1874, Louis Poulsen, the original house of light, creates iconic products that provide exceptional light. Honoring the Danish design tradition, Louis Poulsen designs are based on the design principle that form follows function. Working in close collaboration with prominent designers like Poul Henningsen, Arne Jacobsen, Verner Panton, Vilhelm Lauritzen, Øivind Slaato, Olafur Eliasson, Oki Sato and Anne Boysen, Louis Poulsen continues to build on its legacy of creating luxury lighting with the help of passionate craftsmanship, quality materials and innovative designs. Louis Poulsen has established itself as a leading architectural and decorative lighting brand and has a global presence with showrooms and retailers around the world.



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