



Pullman Guestroom Mirror Design

Reimagining the Hotel Mirror as a Wellness-Driven Architectural Feature

CASE STUDY

ACCOR / PULLMAN HOTELS & RESORTS

HOSPITALITY DESIGN



lumos mirrors

Project Overview

As part of Pullman Hotels & Resorts' global guestroom redesign, the mirror became far more than a functional bathroom accessory. Instead, it was reimagined as a **central architectural feature** — one that enhances wellbeing, elevates the spatial experience and reinforces the premium identity of the Pullman brand.

Developed within the wider Pullman interior transformation led by 3Stories, the mirror design plays a critical role in shaping the atmosphere, usability and emotional feel of the guestroom environment. The design approach focused on creating a mirror solution that feels elegant, calming and seamlessly integrated into the modern traveller experience.

For Lumos Mirrors, the project represents a strong example of how illuminated mirrors can become a **defining component of luxury hospitality interiors** rather than a secondary specification item.

Project Details

Client

Accor / Pullman Hotels & Resorts

Interior Design Strategy

3Stories

Biophilic Design

Oliver Heath Design

Sector

Hospitality Design / Luxury Interiors / Guest Experience

Focus Areas

Mirror Design Strategy · Integrated Lighting · Guestroom Experience

The Challenge

Modern hospitality design demands more from guestroom mirrors than ever before. Pullman required a mirror concept that could serve a wide range of guest needs whilst maintaining a globally consistent aesthetic.

Brand Consistency

Complement a globally consistent interior language across multiple international properties

Dual Functionality

Support both relaxation and functionality — from morning routines to evening wind-down

Spatial Quality

Enhance perceived room quality and spaciousness through thoughtful integration

Lighting Integration

Integrate seamlessly with layered lighting schemes throughout the guestroom

- The core challenge was balancing **technical performance** with **understated luxury** — creating a solution that feels timeless, durable and scalable for international hospitality rollout.

Guest Profiles & Use Cases

The mirror needed to work equally well across a diverse range of guest types and daily routines — from early morning preparation to late-evening relaxation.



Morning Preparation

Crisp, flattering illumination for grooming and preparation routines, eliminating harsh shadows and supporting clarity.



Business Travellers

Functional clarity and reliable lighting quality for professionals requiring precision during busy travel schedules.



Evening Ambience

Soft ambient lighting that transitions the space into a calm, restorative atmosphere for evening relaxation.



Wellness Guests

Biophilic, calming environments that support leisure guests seeking an emotionally restorative hotel experience.

The Design Approach

Turning the Mirror Into a Feature

Rather than treating the mirror as an isolated bathroom element, the design strategy positioned it as an **integrated architectural component** within the guestroom experience.

Spatial Expansion

Carefully considered proportions and placement to expand the perception of space within the guestroom.

Soft Ambient Illumination

Introducing gentle, integrated light that enhances material textures and contributes to the room's overall atmosphere.

Biophilic Principles

Supporting biophilic design principles through visual calm, clean geometry and balanced, natural-feeling illumination.

Intentional Premium Feel

The result is a mirror experience that feels intentional, premium and emotionally engaging — never incidental.

Integrated Illumination Strategy

Lighting formed one of the most important aspects of the mirror design strategy. Soft integrated LED illumination was engineered to serve both practical and atmospheric purposes throughout the day.

Lighting Benefits

- **Eliminate harsh shadows** for a more comfortable and flattering guest experience
- **Improve guest comfort** through natural, diffused light quality
- **Support wellness** with lighting that reduces visual fatigue during evening use
- **Flattering illumination** that enhances the guest's personal experience

Daily Lighting Transitions



Morning

Functional, bright preparation lighting



Daytime

Balanced productivity-supporting illumination



Evening

Soft, calming ambient relaxation light

i This flexibility reflects the evolving role of hotel guestrooms as **hybrid spaces for work, rest and lifestyle** — a defining characteristic of the modern premium hotel experience.

Minimalism Meets Warmth

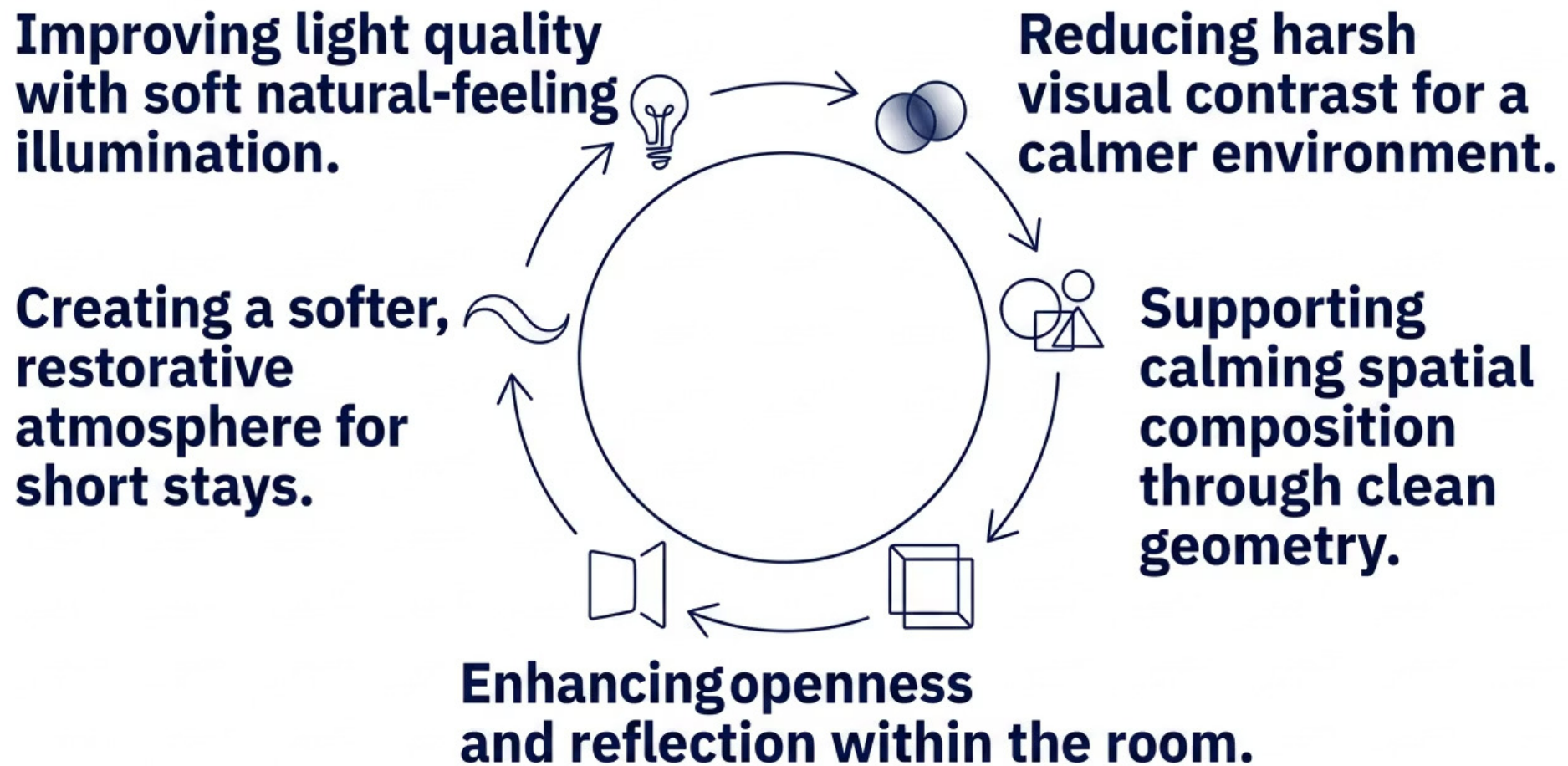
The mirror aesthetic balances contemporary minimalism with hospitality warmth. Rather than becoming visually dominant, the mirror enhances the surrounding interior palette and contributes to the room's overall sense of sophistication.

Slim Framing Architectural slim framing that integrates cleanly with the wall surface	Soft Diffusion Diffused lighting that avoids harsh edges and creates a gentle glow
Clean Geometry Precise geometric forms that complement modern interior languages	Material Harmony Refined material coordination with calm tonal consistency throughout

Restraint often creates a more premium guest perception than excessive ornamentation. Subtlety is central to luxury hospitality design.

Supporting Guest Wellbeing

The Pullman redesign incorporated strong wellbeing and biophilic design principles throughout the guest experience. The mirror contributes meaningfully to this strategy — recognising that comfort is increasingly **psychological** as well as **physical**.



In hospitality environments, these details significantly influence how guests emotionally experience a space — particularly during short stays where first impressions matter enormously. For modern travellers, the quality of a space is felt as much as it is seen.

Scalability Across Global Hospitality

One of the project's key successes was developing a mirror solution capable of scaling across Pullman's international portfolio — maintaining design integrity without sacrificing adaptability.

1

Room Layout Adaptation

Flexible proportions and mounting configurations to suit varied guestroom layouts across different property types

2

Renovation & New-Build

Consistent application across both renovation projects and new-build developments within the Pullman portfolio

3

Lighting Scheme Integration

Simplified integration with wider guestroom lighting schemes, reducing specification complexity for project teams

4

Architectural Alignment

Compatibility with multiple architectural styles whilst maintaining a coherent Pullman brand identity

5

Hospitality Durability

Long-term durability engineered specifically for the demands of high-turnover international hospitality environments

The Outcome

The final mirror concept became a defining visual and functional element within the Pullman guestroom redesign — demonstrating how thoughtful mirror and lighting design can significantly shape the emotional quality of hospitality environments.



Elevated Luxury Perception

Elevated the perception of luxury within guestrooms across the Pullman portfolio



Enhanced Guest Comfort

Improved guest comfort and usability through intelligent integrated illumination



Wellness Integration

Supported wellness-focused hospitality design aligned with Pullman's brand values



Seamless Integration

Integrated seamlessly into the wider interior concept developed by 3Stories



Brand Strengthening

Strengthened Pullman's modern premium positioning across international markets

- ✓ For Lumos Mirrors, this project highlights the **growing role of illuminated mirrors** in creating immersive, experience-led interiors across premium hospitality spaces worldwide.

Key Takeaways

Mirrors Are Now Experience Features

In luxury hospitality, mirrors are no longer purely functional objects — they contribute directly to atmosphere, wellbeing and brand perception. Every surface is an opportunity to shape the guest experience.

Simplicity Creates Luxury

Refined minimalism, balanced illumination and seamless integration often create a stronger premium impression than overly decorative solutions. Restraint is a design tool.

Lighting Quality Matters

Integrated lighting can dramatically improve guest comfort, usability and emotional response to a space. The quality of light is as important as the quality of materials.

Hospitality Design Is Becoming More Human-Centred

Guests increasingly value spaces that feel calming, intuitive and emotionally restorative — a shift that demands greater attention to the psychological dimensions of interior design.

Project Highlights & Credits

Project Highlights



Integrated Illuminated Mirror Design



Hospitality-Focused Lighting Strategy



Wellness-Driven Guestroom Enhancement



Architectural Mirror Integration



Premium Minimalist Aesthetic



Scalable Global Hotel Application

Credits

Client

Accor / Pullman Hotels & Resorts

Interior Design Strategy

3Stories

Biophilic Design Collaboration

Oliver Heath Design

Mirror & Lighting Design

Lumos Mirrors

This case study demonstrates how illuminated mirror design can become a defining component of luxury hospitality interiors — shaping atmosphere, wellbeing and brand identity at scale.