

LUMA

BY GEMM LONDON





LUMA

C R E A T O R S O F B E S P O K E L E D M I R R O R S

At Luma Mirrors collaboration is at the heart of what we do.

Our goal is to help our clients bring their ideas to life by
providing bespoke solutions.

From your mind to our production team, we enable our clients
to create mirrors that are the perfect fit for their design, with all
the functionality they need.



B Y G E M M L O N D O N



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The Story About LUMA

In 2010, Laura Martinez McGregor founded what would become the foundation for Luma Mirrors, selling high-quality glass splashbacks for residential clients. After winning the first hotel contract in 2014 for glass splashbacks, this quickly grew into bespoke glass enclosures, framed mirrors, and solid surface vanities. This growth led to a 3,000+ key refurbishment program that cemented the company as a preferred supplier within the hospitality industry. As the business developed, it rebranded to Gemm London and expanded its offerings to include comprehensive services such as surveying, manufacturing, and installation, supported by a skilled team of installers, glaziers, carpenters, and electricians. Fast forward 13 years Laura founded Luma Mirrors. A brand that quickly carved out a niche for bespoke, design-led illuminated and framed mirrors. Organically crossing over from hotels into the marine industry supplying and installing to cruise ships, led by our sister fit out company Gemm London.

Family values have consistently underpinned the businesses, promoting a culture of collaboration, trust, and dedicated service. Laura's sister, Marian Martinez, joined the business, bringing her personable, likeable nature and genuine passion for building client relationships. The sisters share a love for a good laugh and never miss a chance to lighten the mood, bringing a sense of humour and fun to the company culture. Laura's passions for creative design, attention to detail, and streamlined processes shaped the vision and creation of Luma Mirrors.

At Luma we believe that great design begins with understanding people. We create more than mirrors, we craft thoughtful, beautiful pieces that reflect the heart of hospitality. Because for us, it's not just business its family.





What Is Important For Us

Relationships

Building strong relationships is at the heart of what we do. They foster trust, spark collaboration, and help us deliver thoughtful, tailored solutions that stand the test of time.

Trust

We believe trust is earned through consistency, transparency, and integrity. We will deliver what we promise, with honesty and reliability.

Hospitality

We believe in old-school hospitality. Warm welcomes, genuine care, and attention to detail. It's about going the extra mile and delivering the best service.

Humour

We like to have fun! Humour and joy are essential. It sparks creativity, builds connections, and makes every project more enjoyable. A positive, light-hearted spirit is part of everything we do.

Family

As a family-run business, we believe in family as a service built on care, loyalty, and genuine support.

Premium Service

We believe in premium service delivering high-quality mirrors without the premium price tag. Through many years of research, development, and rigorous testing, we've crafted exceptional products that offer true value for our clients.





Bespoke designs

Why settle for something off the shelf, when you can have it exactly as you want. We believe that the best designs are born out of a partnership between passionate clients, like yourself, and our team of experts. That is why we work closely with you to create tailored solutions. Whether you need a specific shape, size or finish, together we can create a beautiful mirror that is both visually captivating and functionally exceptional.



Finishes

We understand that every design project is unique, and we are committed to collaborating with you to create a bespoke finish that perfectly complements your vision. Whether you are aiming for a sleek and modern aesthetic or a timeless and sophisticated feel, our wide selection of finishes ensures that you can bring your design dreams to life. Our sample book offers a range of finishes for you to explore.



LED Lighting

We understand the importance of lighting. Our unique light system is not only up-to three times brighter than other mirrors, it also offers you the flexibility to create a mirror with all the functionality you need as well as the right ambiance.



Latest Technology

Sophisticated and full of the latest tech, our mirrors are designed to exceed your expectations in both form and function. We understand that in today's fast-paced world, technology plays a vital role in creating the guest experience. That's why our mirrors incorporate all the latest technology, such as demister, shaver sockets, dali systems and bluetooth connections.



Our Services



Survey



**Planning
& Design**



Manufacture



Product



Install



**Minor Works
Certificate**



Dedicated Team





Zachary Pulman Design Studio

We are thrilled to unveil a remarkable collaboration between Zachary Pulman Design Studio and Luma Mirror.

Featured here are the Modern Squidge, shown in a vibrant pink frame, and the Oblong with a brushed brass finish, both brought to life in this stunning cabin cruise setting.

Partnering with Zachary and his exceptionally talented team has been nothing short of inspiring. Their creativity vision and passion shine through everything they do.

We could not be more excited to continue this journey with Zachary Pulman, a true design visionary, celebrated for his iconic with Swingers, the legendary crazy golf club and far beyond.





GEMM ROUND

Frame Type:
Stainless Steel

Finish:
Brushed Brass

Lighting Type:
Feature side lights

LED Position
N/A

Light Temperature
Warm – 3000k

Vanity
Solid Surface Calacatta marble
effect vanity with integrated basin





GEMM SQUARE

Frame Type:
Stainless Steel

Finish:
Brushed Brass

Lighting Type:
Feature side lights

LED Position
N/A

Light Temperature
Warm – 3000k

Vanity
Solid Surface Calacatta marble
effect vanity with integrated basin





THALASSIC

Frame Type:
Marine Grade
Stainless Steel

Finish:
Powder coated

Lighting Type:
N/A

Chrome Shaving Mirror
Light Temperature
6000K

Vanity
Marble Effect Solid Surface

Laminated Shelf

Medicine Cabinet with
Integrated socket





ASTRA

Frame Type:
Aluminum

Finish:
Copper

Lighting Type:
Front lit

LED Position
Perimeter

Light Temperature
Cool — 6000k





HIARU

Frame Type:
Stainless Steel Frame

Finish:
Powder Coated to custom colour

Lighting Type:
Front lit

LED Position
Perimeter

Light Temperature
Cool – 6000k

Shaving Mirror
Finish
Brushed Gold
Light Temperature
Warm 4500K

Shower
Slimline 8mm glass screen
with Brushed Gold profile





SERENE

Frame Type:
Frameless

Finish:
N/A

Lighting Type:
Back lit

Light Temperature
Warm 3000k

Vanity
Stone effect Solid Surface

Laminated
Light Oak Shelf





CYRUS

Frame Type:
Aluminum

Finish:
Matt Black

Lighting Type:
Front lit

LED Position
Inset from Perimeter

Light Temperature
Cool – 6000k

Shaving Mirror
Finish
Black Matt
Light Temperature
3500K

Shower
Slimline 8mm glass screen with Matt Black profile





SOLANA

Finish:
Stainless Steel Frame

Finish:
Powder Coated to custom colour

Lighting Type:
Front lit

LED Position
Perimeter

Light Temperature
Cool – 6000k

Mirror Type
Shaving Mirror
Finish
Brushed Gold
Light Temperature
Warm 4500K

Shower
Slimline 8mm glass screen
with Brushed Gold profile





LAEL

Frame Type:
Wood Frame

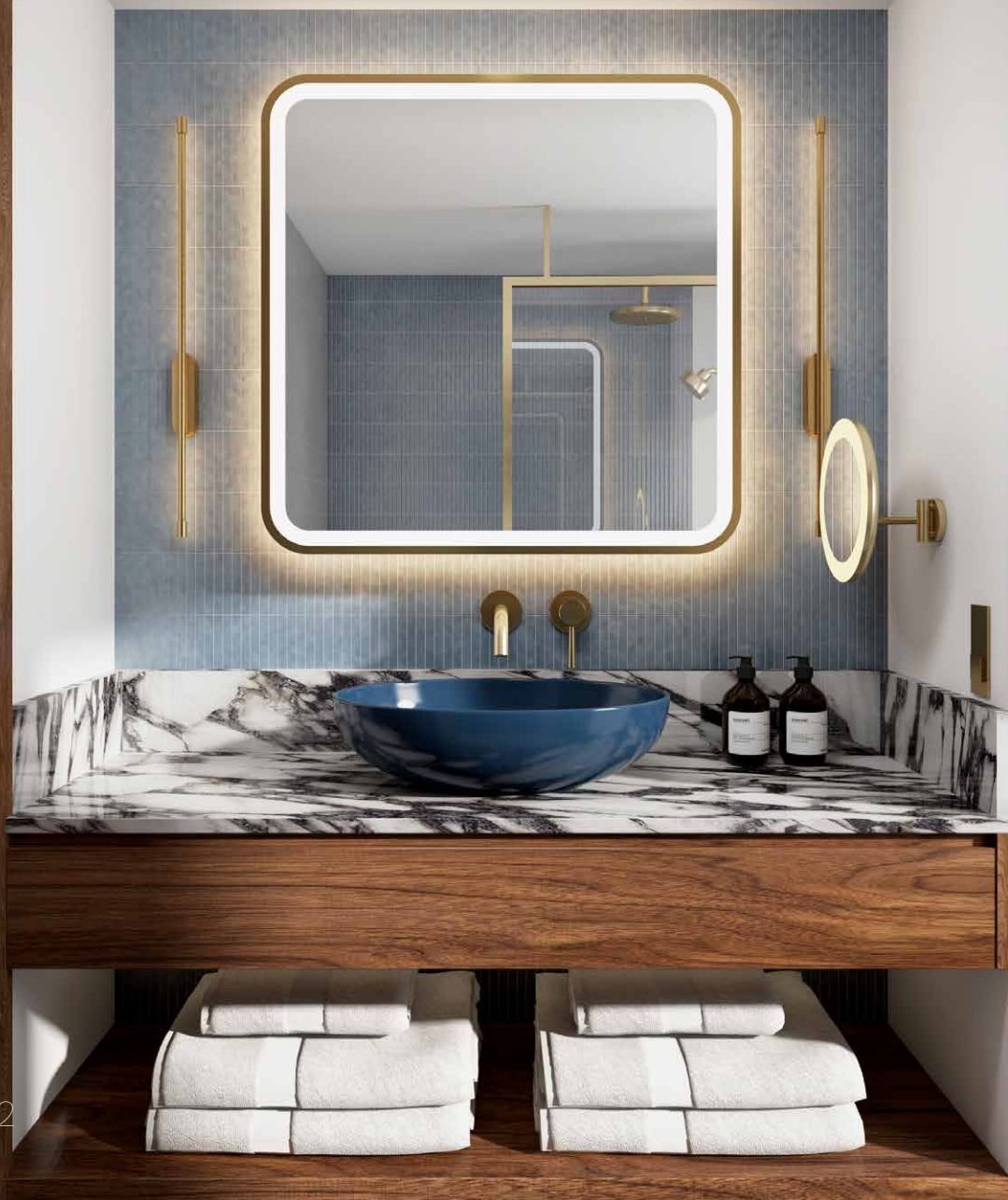
Finish:
Light Oak

Lighting Type:
Front lit

LED Position
Insert from Perimeter

Light Temperature
Cool – 6000k





AMARIS

Frame Type:
Aluminum Frame

Finish:
Brushed Brass

Lighting Type:
Front & Back lit

LED Position
Perimeter

Light Temperature
LED Natural – 4500k
Back Lit – Warm – 3000k

Shaving Mirror
Finish
Brushed Brass
Light Temperature
Warm 2700K

Vanity
Black Calacatta effect Solid Surface
with matching upstands





CHESTER

Frame Type:
Stainless Steel Frame

Finish:
Powder Coated - white

Lighting Type:
Front lit

LED Position
Insert from Perimeter

Light Temperature
Warm - 3000k





ALBA

Type:
Suspended Aluminum Frame

Finish:
Matt Black

Lighting Type:
Back Lit

Light Temperature
Natural – 4500k

Vanity
Grey Calacatta effect Solid Surface
with matching upstands





ZIRA

Frame Type
Stainless steel

Finish:
Matt Black

Lighting Type:
Back lit

Light Temperature
Natural – 4500k

Shaving Mirror
Finish
Matt black
Light Temperature
6000K



Choose your Shape

Choose from our wide range of shapes or create your own.
All can be made in bespoke sizes and either suspended or wall-hung.

Square Capsule Oval Arched Rectangular Round Moon Organic



Choose your Frame



Metal

Brushed Brass
Gold
Chrome
Brushed Silver
Matt Black
Brushed Black



Metal

Powder coated to match
any colour of your choice



Wood

Light Oak
Dark Oak
Walnut
Black Oak



Choose your Lighting

All our mirrors are available with front and back LED lights, and come with a choice of cool, natural or warm light so you can create the ambience and functionality needed.

Front



Cool LED light (6000K) is great for task lighting and creating a bright and revitalising mood.

Back



Natural LED (4500) Light creates the effect of natural daylight and is extremely versatile.

Front & Back



Warm LED light (3000K) has a yellow tone and creates a warm and relaxing environment, perfect for relaxation.



Choose your LED

Choose the position and shape of your LED,
including bespoke logo options.

Left & Right



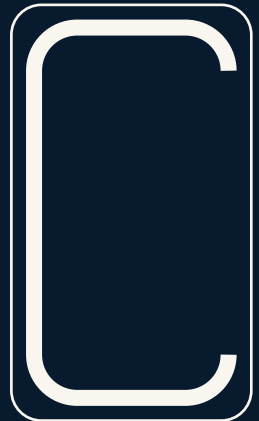
Top & Bottom



Surround



Custom





Features

Demister

Say goodbye to foggy mirrors, thanks to our innovative demister technology that keeps surfaces crystal clear, even in steamy environments.

Bluetooth

Seamlessly connect your devices through built-in Bluetooth connections, allowing guests to enjoy their own music with our built-in stereo speakers.

Shaver Socket

Designed for convenience, providing instant power access, simplifying your daily routine.

PIR Sensors

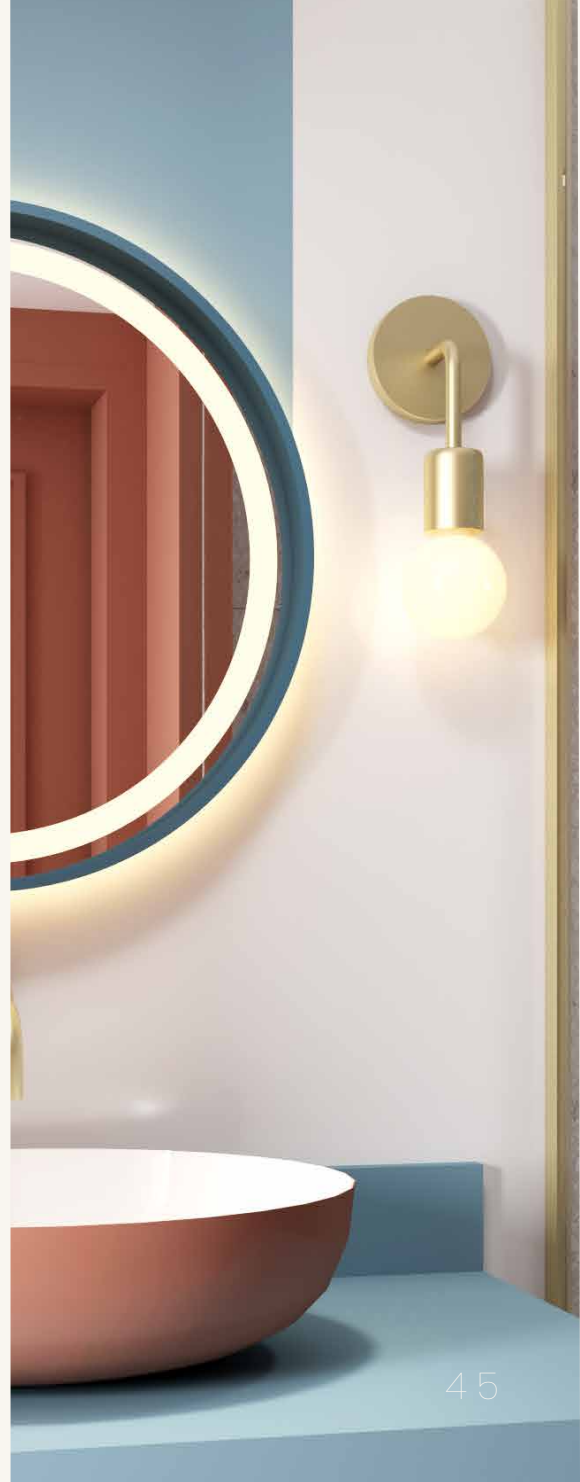
Activate the mirrors just by walking into the room. Part of our automated bathroom solutions, our PIR sensor know exactly when you need the turn on and it activate the mirror to gently light up the room. Especially useful at night, ensuring guest safety.

Rocker Switch

Seamlessly connect your devices through built-in Bluetooth connections, allowing guests to enjoy their own music with our built-in stereo speakers.

Touch Switch

Designer for customers who want a clean minimalist look, our touch sensitive switch is located on the side of the mirror and prevents the mirror surface from getting dirty with daily use.





Client List

We work with leading hospitality brands.
Get in touch to discuss your creations.





Luma Mirrors
5 St John's Lane
Clerkenwell
London
EC1M 4BH
Tel: +44 (0)207 4594437
E: hello@lumamirrors.com

www.lumamirrors.com
www.gemmlondon.com