

THE KEY ISSUE

—
RETAIL



MODULAR®
LIGHTING INSTRUMENTS

Stores are about much more than customers coming in to buy stuff: they are about creating a unique and comprehensive shopping experience. All brick-and-mortar shops have that one thing in common: a space, which they try to design as unique as possible. Colour, texture and - of course - light are very important in this. It helps a brand establish its image and makes products visible and look attractive. All of this sets the right mood for a customer to encourage purchasing. When working with light in a retail environment, there are four aspects to keep in mind.

1. THE DIFFERENT TYPES OF RETAIL LIGHTING

In retail we identify five specific lighting applications, each with their own lighting objectives and individual techniques to achieve these objectives.

• WINDOW LIGHTING

In shop windows it is common to use spot lighting to trigger passersby. Window lighting needs extra attention when the shop faces south or is located in a busy shopping street. These situations require additional lighting to avoid the shop to look like it's closed or make it stand out in the crowd. Never exaggerate and do not blind a customer entering your shop. Also keep in mind that shop windows change through time, so use flexible lighting.

• AMBIENT LIGHTING

This is general lighting, allowing customers to easily make their way around the shop and see all goods. It makes sure customers can comfortably read labels and small prints on products.

• ACCENT LIGHTING

Spot- or accent lighting is used in a retail environment to highlight certain features or products by creating contrast with the surroundings. Choose wisely what to highlight, because when accentuating too much nullifies the effect quickly. Do also pay attention to the rhythm in a space and consider using tracks for flexibility.

• PERIMETER LIGHTING

Customers not only like to see all products clearly. They also look for an overall impression of the shop. Perimeter lighting establishes this by defining clear boundaries through the lighting of vertical surfaces. When using this, it's best to look for the architectural lines of a room.

• SHELF AND DISPLAY-CASE LIGHTING

Lighting can be placed inside display cabinets or close to the products to highlight them.

2. EFFICIENCY & SUSTAINABILITY

LED lighting is the most energy-efficient lighting solution at the moment. It provides not only the lowest life-cycle cost, but also saves energy and requires less maintenance.

3. LIGHT QUALITY

Lighting helps making products more visible and attractive, which ultimately encourages customers to purchase them. When designing the lighting plan for retail environments you need to keep three things

in mind: products must be visible at all times, the right atmosphere must be created and customers must be able to evaluate the products comfortably.

What's very important in this, are the colour qualities of a lamp, defined by the correlated colour temperature (CCT) and the colour rendering index (CRI). This defines how colours are perceived in a store, which helps setting the right atmosphere. Colour rendering determines how natural colours look under a certain light source. This is measured on a scale from Ra 0 to 100, with 100 being the equivalent of daylight. For retail it is advised to always keep this above Ra 90, especially in fashion stores.

Next to colour, the amount of light (light level) is key in retail lighting. We advise bright ambient lighting (500-800lux) for basic retail stores, limited accent lighting for mid-range retail stores (300-500 lux ambient, 750-1000 lux accent) and more accent lighting with low areas of ambient lighting for top-end retail stores (150-400 lux ambient, 750-1000 lux accent).

4. DEFINING THE MOOD

Lighting and contrast are key when creating a specific mood in a retail environment. We distinguish three types of stores and all require a specific mood.

• Basic retail stores (self-service stores with high activity) need uniform and bright lighting, creating a bright, clean and stimulating environment. Try using ambient lighting, neutral colours to ensure a consistency of daylight and a larger sense of brightness. Consider using coloured lights for window displays or to identify different departments in a shop.

• Mid-range retail stores (most stores) add a certain amount of accent lighting to the ambient lighting. This allows customers to easily see and examine products. It also adds some highlights and attracts attention to window displays. Try using partially concealed ambient light and place accent lights closer to displays. Exposed or decorative accent lights help attracting attention.

• Top-end retail stores (exclusive stores with less activity) are the type of store most in need of a specific atmosphere. Lighting helps creating a specific image, enhances product colour, sparkle and texture. Use lighting to stimulate lingering, examining products and impulse buying. We advise to predominantly use accent lighting, combined with lower illumination levels for ambient lighting. This allows you to create more contrast and establish a certain hierarchy of importance in the product range.

 **GETTING INSPIRED**
ARE YOU BEING SERVED?

FOOD & BEVERAGE

LIGHT – THE MAGICAL INGREDIENT

Lotis



Bolster, Flat moon



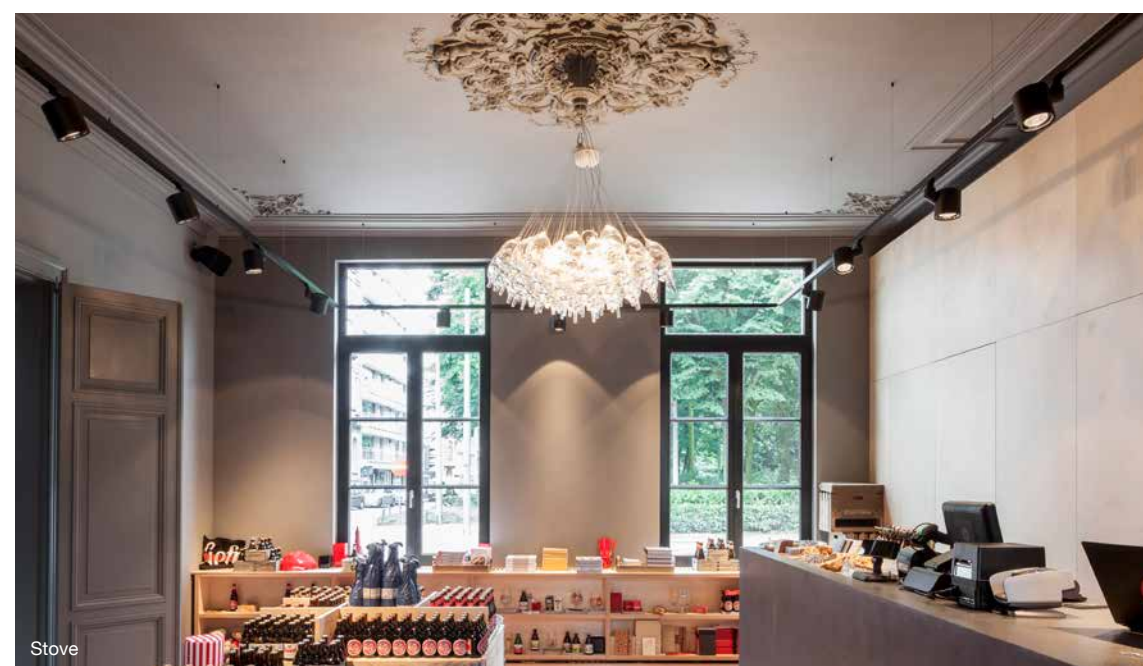
Scotty



Stove



Stove



Smart lotis 82



Flat moon round 480



Scotty adjustable



Stove track



Médard ceiling



Single round



Smart lotis 160



Slide IP54



K77 adjustable



Asy wink



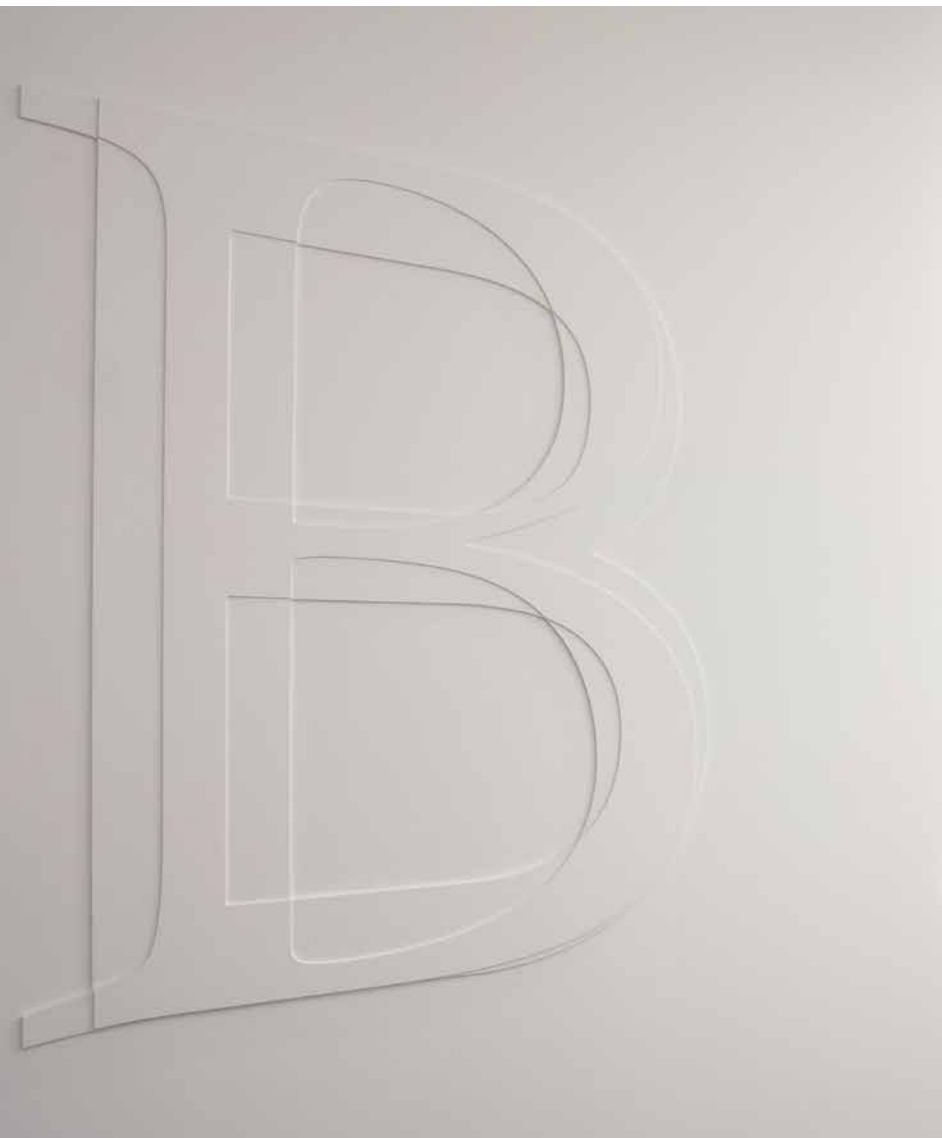
Marcel



Marcel



Chapeau, MO6



Single square



MO6



Bolster recessed



MO6



Marcel 2x



Smart kup 115



Single square



Duell surface



Mini multiple for smart rings 1x



Chapeau



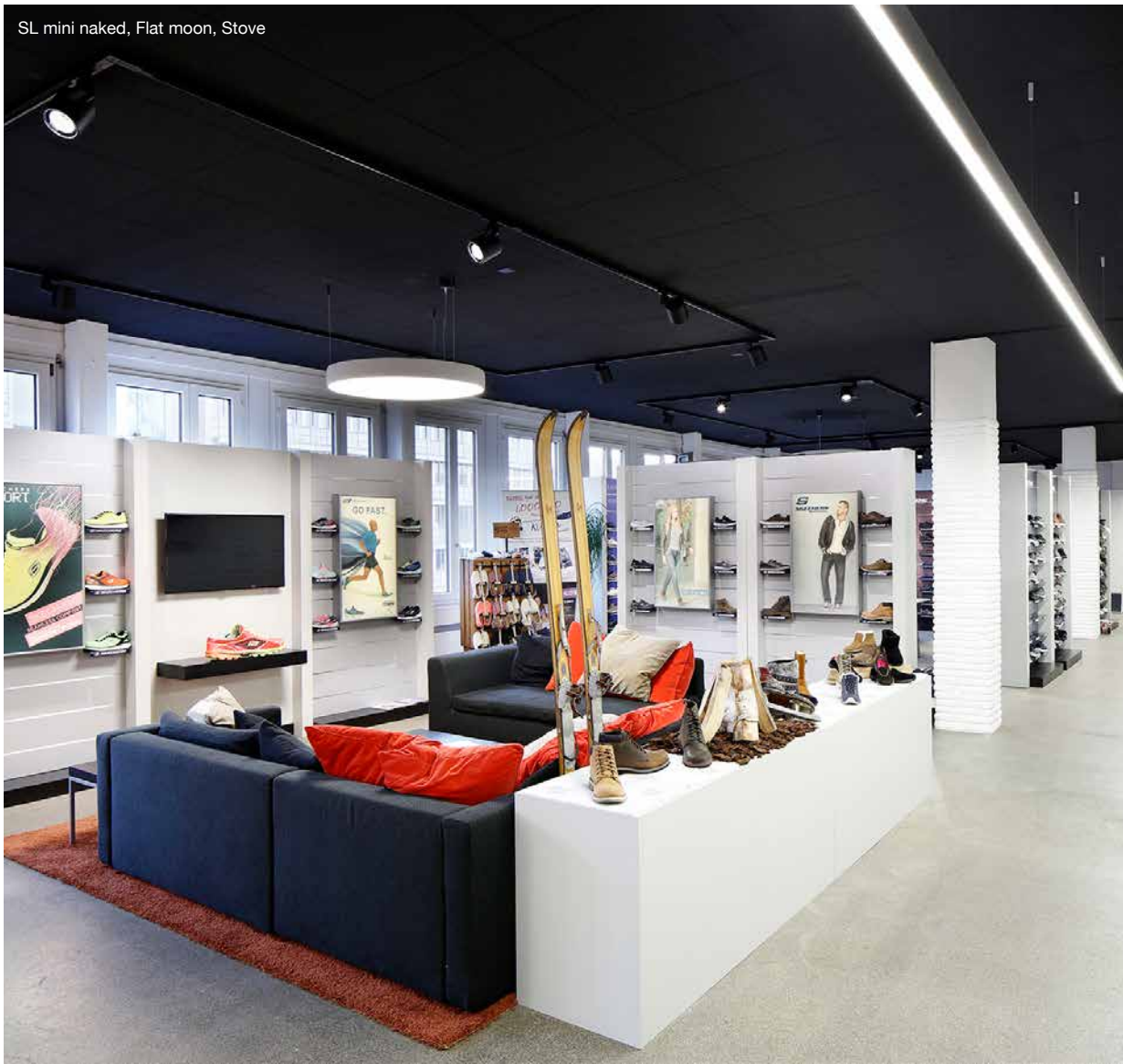
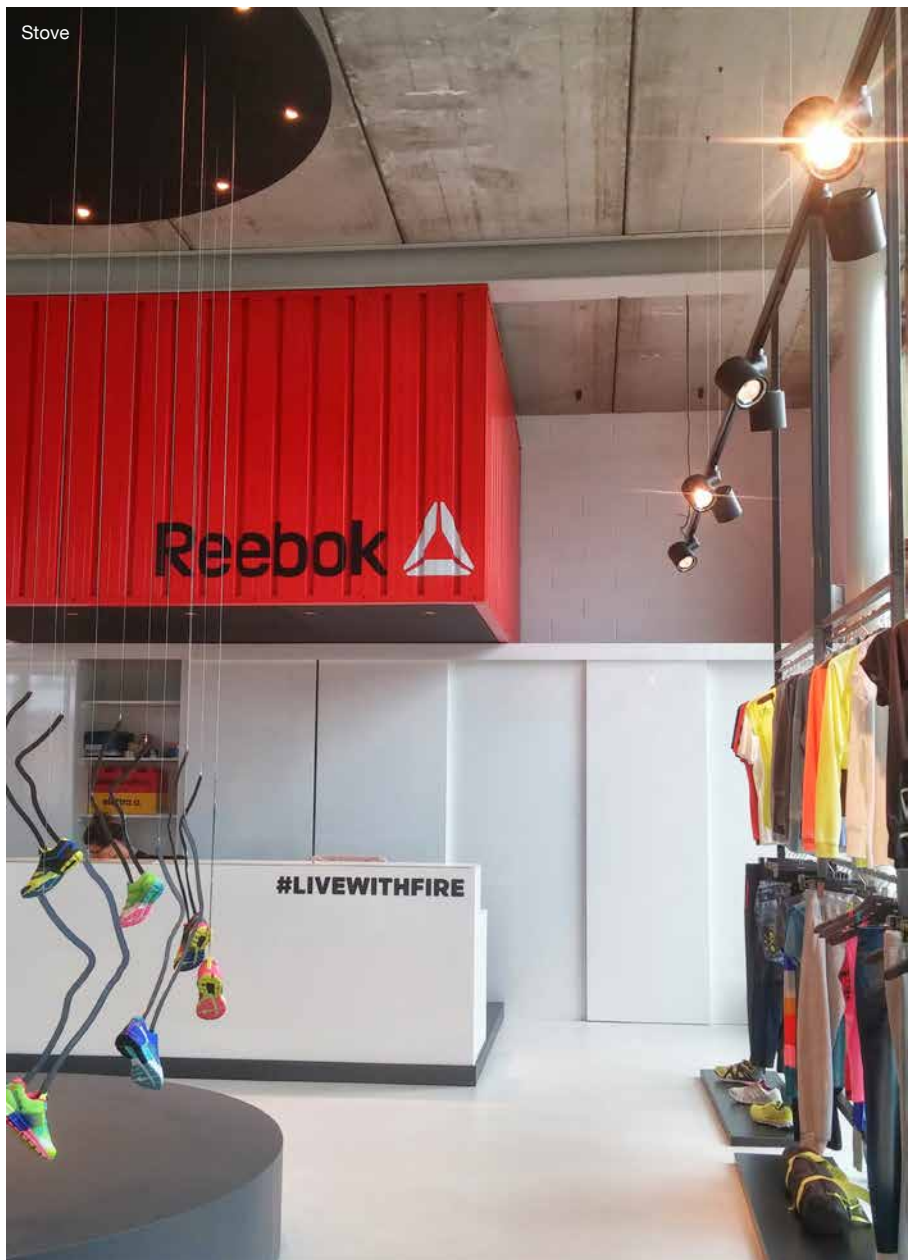
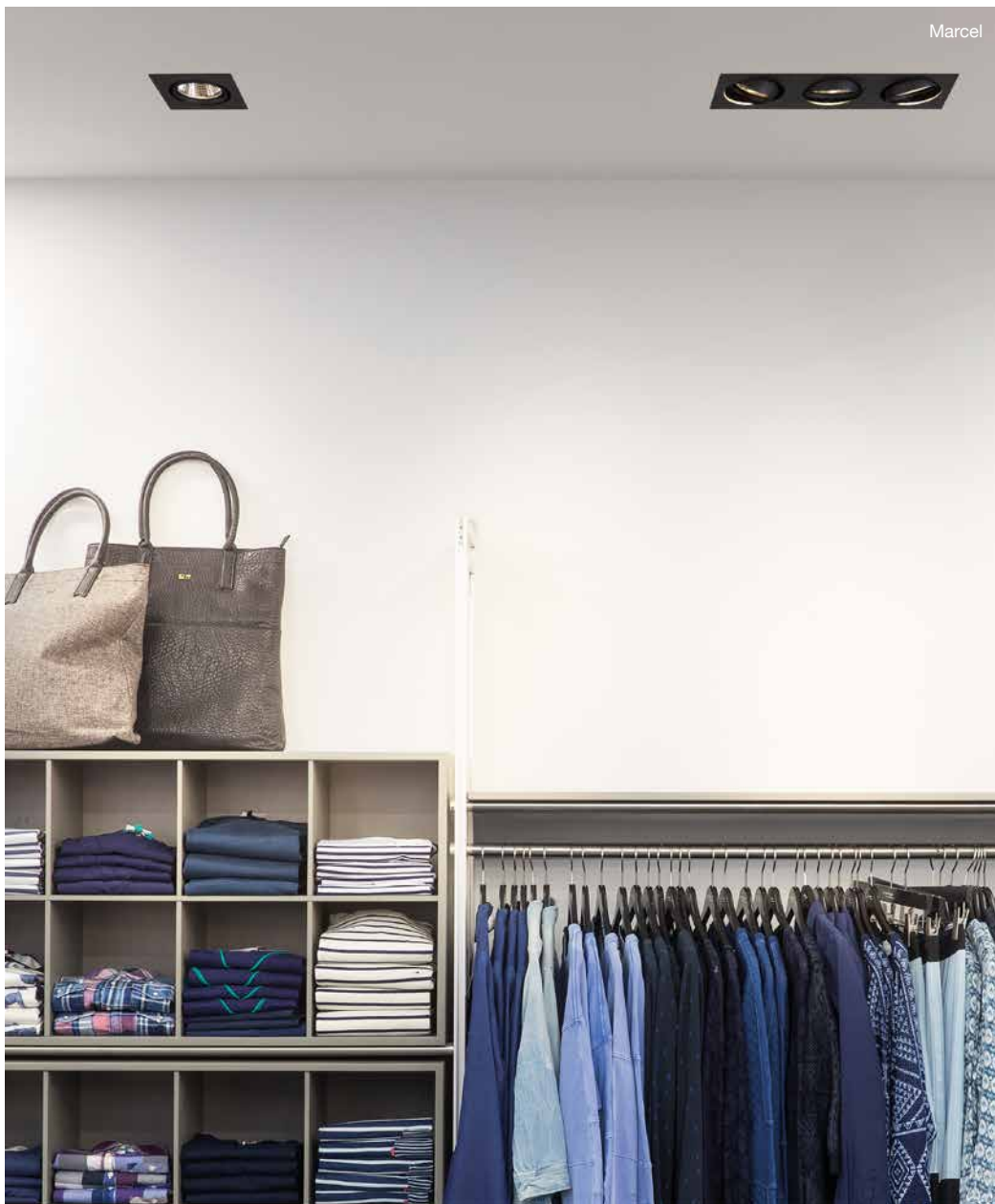
Bolster recessed



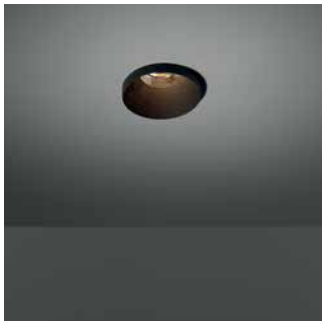
United asy



Lotis square



Marcel



Smart kup 82



Smart cake 160 diffuse



Flat moon round 680



Stove track



Smart cake with Smart surface box



Izar



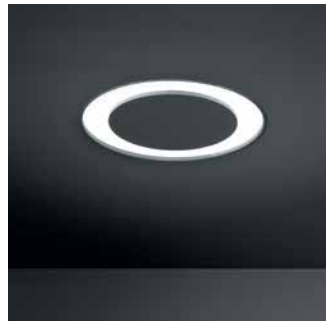
Bolster foot for LED



Soufflé suspension



MP78 with Rektor



Stove foot

Downtut

Bolster recessed for LED

Médard track

Wink

Spock foot

SL mini naked

Smart kup 115 with Smart surface box

Mini multiple trimless for smart rings 2x

Chapeau



Bolster suspension



Scotty



Single square



Smart kup 160



MO6



United 2x



SL100 with Smart kup



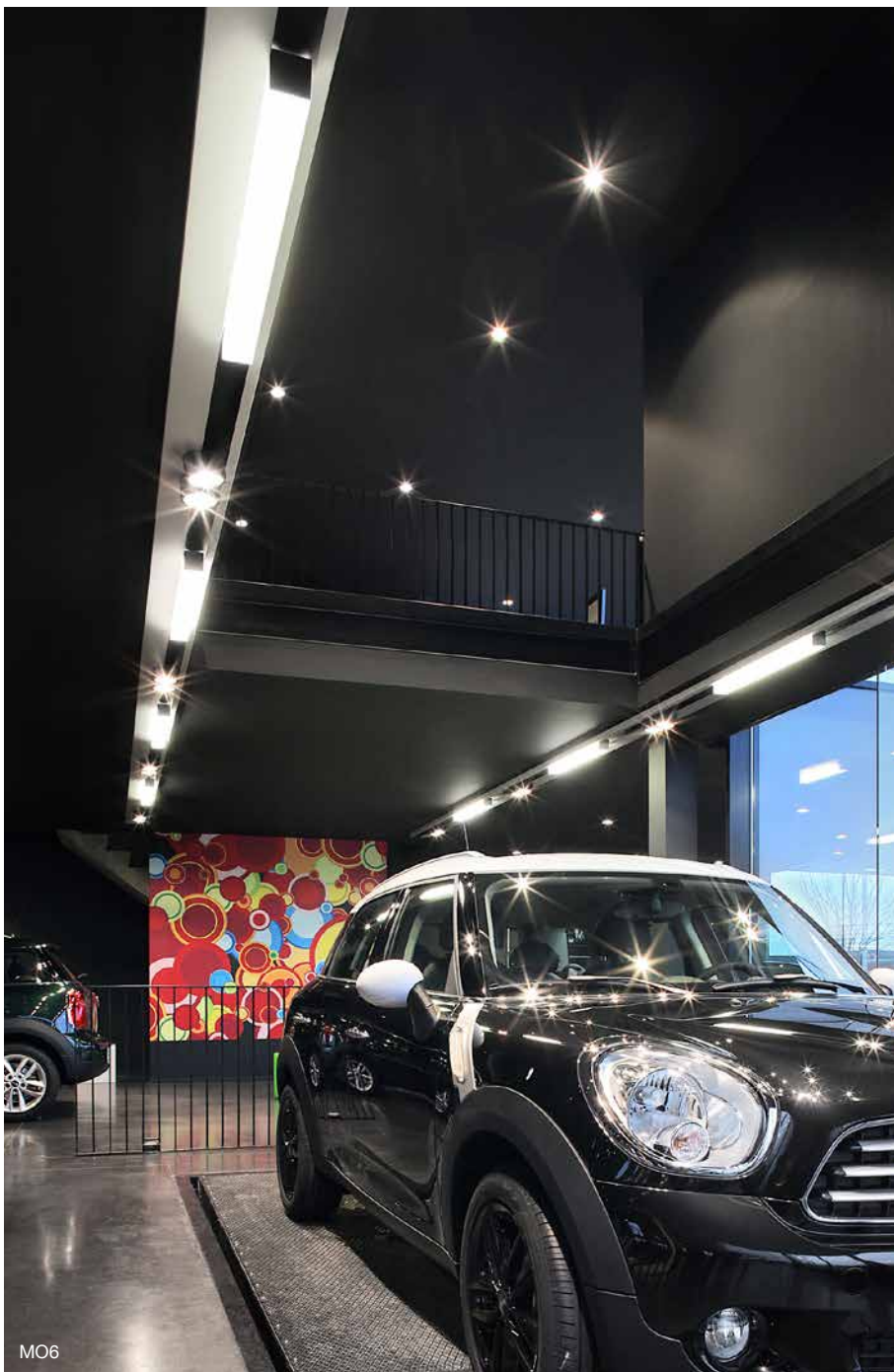
SL mini poly out



Single round



Multiple 1x





Médard ceiling

Nomad LED 111

SLD75

Spock wall

Stove foot

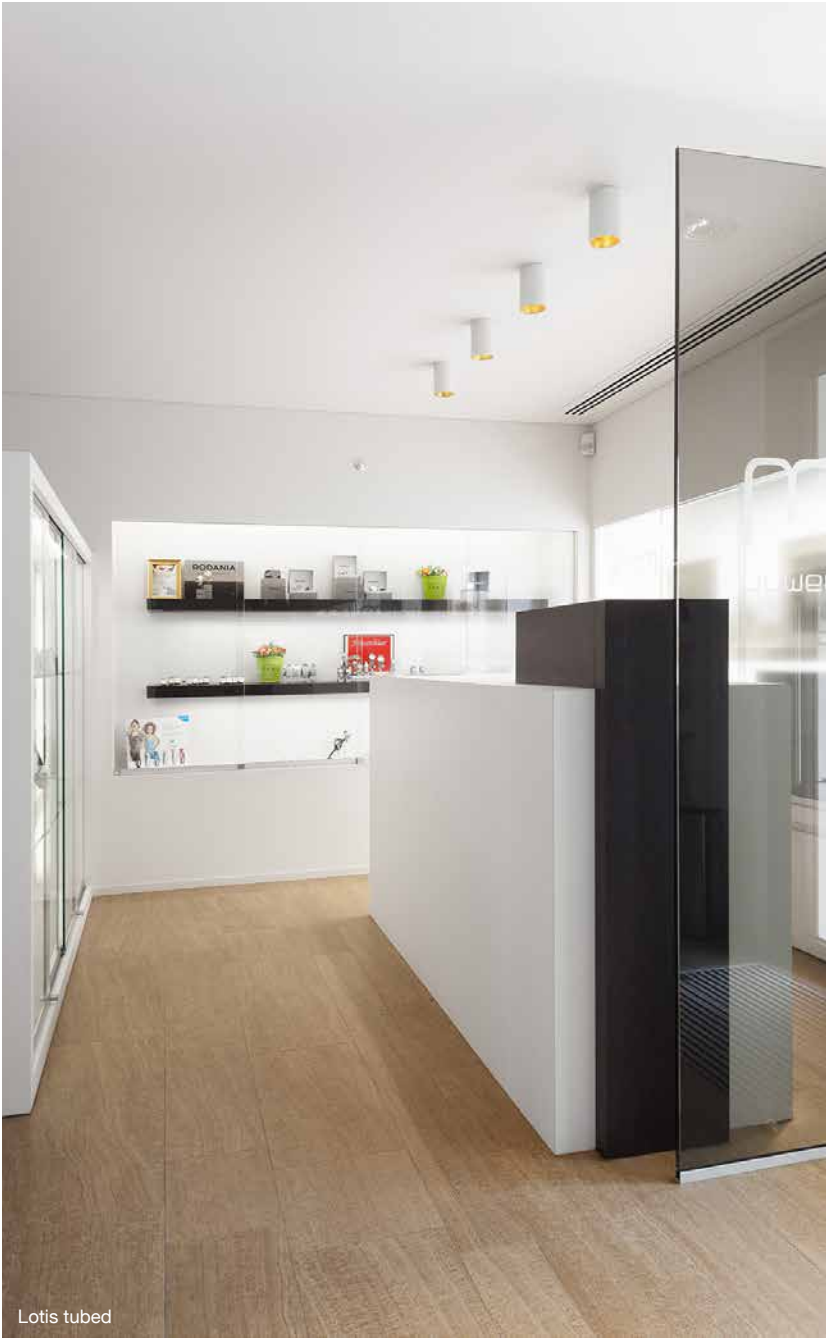
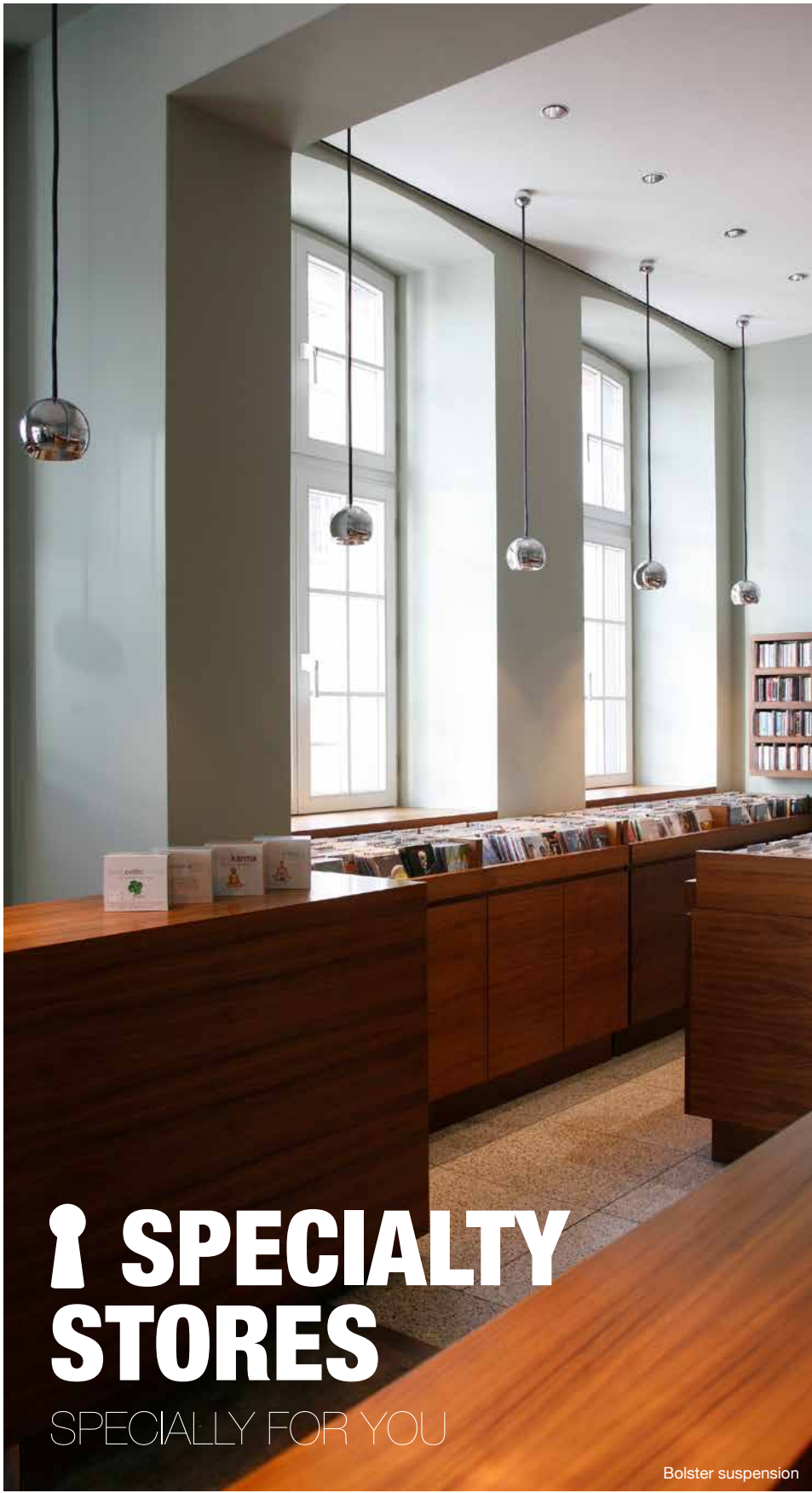
Smart cake with Smart surface box

SL149 with M-LED111

Marbul 2x

Slide IP54

Smart cake 82



Split



Trapz



Lotis tubed wall 1x



Flat moon wall 480



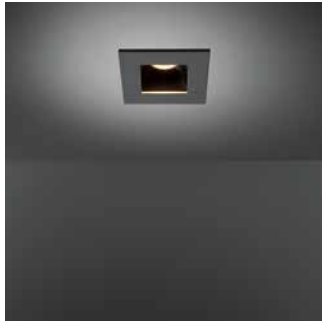
Marbul 2x



K72



Rektor GI



Slide IP54



Smart lotis with Smart surface tubed



Nude wall 2x

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MEET MODULAR.

