



# Case study

## SuperTrash flagship store

Locatie  
Philips Lighting

Amsterdam, The Netherlands  
EcoStyle, AmbiScene Mirror and InteGrade LED



**PHILIPS**



“Just like us, Philips wants to supply quality. They haven't just demonstrated this with their lighting concept, but also through their approach and innovative solutions.”

Ingmar Brenninkmeijer, Head of Retail SuperTrash



# Daring feminine fashion deserves a daring LED lighting concept



## Project info

### Customer

SuperTrash

### Location

Amsterdam, The Netherlands

### Philips solutions

EcoStyle, AmbiScene Mirror and InteGrade LED

## Background

The SuperTrash brand, established by Olcay Gulsen, offers affordable luxury clothes, shoes and accessories for women 'who dare to show what they're about'. Following the success in the Netherlands, the brand has spread its wings around the world, with its own stores in 32 countries and more than 2,000 shops that carry its brand. The Dutch flagship store was recently reopened in the Leidsestraat in Amsterdam... and Philips accepted the challenge of delivering a striking lighting concept.

## Challenge

"We wanted to combine the feeling of a boutique with the service of a hotel", says Ingmar Brenninkmeijer, Head of Retail SuperTrash. "And our clothes play the leading role here", he explains. "With low power consumption LED lighting we wanted to ensure that every piece of clothing and accessory would be seen in its true light. Which is why we asked three suppliers to prepare a test set-up with LED. The LED lighting from Philips provided the most natural representation of the colors. That was the clincher for us." Following the 'go', Philips took up the challenge of supplying the lighting inside two and half weeks, installing it to do the lighting plan the justice it deserved.

## Solution

"Garments need light. And Philips' help was absolutely picture perfect",

says Brenninkmeijer as he points at one of the EcoStyle LED spotlights. This spotlight, with its special reflector, provides powerful accent lighting and at the same time it has very low power consumption. "The realistic colors mean that people no longer have to go outside to see the color the piece of clothing actually has." The InteGrade LED has been employed as attractive shelf lighting for the accessories in the brass display cabinets. This 'invisible' LED lighting is suitable for almost any shelf or display and always fits. But he considers the absolute pinnacle to be the friends fitting room. "Together with Philips we developed a fitting room that is a fantastic experience." Thanks to the unique AmbiScene Vanity and Fashion mirror in which lighting has been integrated, the fitting room has three light settings: 'day', 'office' and 'evening'. So it's now possible to see garments in the lighting situation in which they'll be worn. "And the accompanying music will put you in exactly the right mood."

## Benefits

The garments, the atmosphere, the music, the light... Brenninkmeijer got the shop he had imagined. "Just like us, Philips wants to supply quality", he says with a smile. "They haven't just demonstrated this with their lighting concept, but also through their approach and innovative solutions. In just two and a half weeks they took us from a well thought through lighting plan to the complete implementation. This is exactly in line with our get-on-with-it-attitude: that's how we want to work!"



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