

PHILIPS

Retail lighting

Sedar case study



A unique shopping experience





Sedar store

In business since 1892, Sedar is a leading brand in the world of window fashion. With Sedar, discover the fine art of window couture. Located in Cairo Festival City, Egypt, with over 19 stores across the Middle East, the shop makes its way now to the Egyptian Market.

Featuring all of Sedar international brands as well as a Swarovski pavilion displaying an array of jewellerized curtains and various Swarovski Designs.

The project

Philips lighting systems enable fashion and retail stores to present their produce at their best.

Choosing whether classic, urban or fresh ambience, Philips lighting compliment to reflect the desired atmosphere.

Creating

a dynamic
shopping
experience

Low

maintenance
cost

Extreme

energy savings

Unique

shopping
experience

The challenge

As the refined choice for window fashion, and the leader in the art of window couture Philips team had to ensure that our light provided excellent uniformity and quality.

The store comprised of different ceiling heights so the main challenge was to maintain sufficient light level and high uniformity on horizontal surfaces & floors, also vertical surfaces using the same type of accent downlight fittings but with different power presenting goods at their best and so attracting customer's eye on fabrics.

The luxspace accent used had high efficacy and color rendering of 90%, with light color temperature (Warm White - 3000k) which reflect Sedar's genuine and classic identity.

The solution

With Philips latest *LED* technology, we managed to provide extraordinary shopping experience, reflecting the fabric quality and exclusiveness of some inspiring illumination where required.

Powerful and high color rendering downlights were used to create a sufficient and uniform light level on the entrance area, while accent lights were used to adjust and throw a punch of light on fabrics presenting them at their best.

On the second floor Coreline recessed luminaires were used at the false ceiling illuminating the space on desk surfaces and creating the neutral color needed for office spaces.

Quote

“Sedar project showcases a shining example of stores, and how Phillips **innovative lighting transfer ordinary shopping** into unique shopping experience.”

Ahmed Alaa
End User Sales Manager, Africa.





Greenspace downlight

DN470B IXLED20S/830C

Features



- Optimized light spectrum for intense white light and rich color rendering.
- Efficacy of up to 80 lm/W, thanks to very Hi-LOR reflectors (up to 90%).
- Lumen packages from 1200 to 3900 lm to match equivalent CDM 35 W MASTERColour Elite.
- Narrow, medium and wide beam available.
- Passive cooling.

Coreline recessed

RCI20B 60X60 IXLED37S/840 PSD

Features



- Integrated LED technology.
- Slim housing.
- Surface-mounted version also available (also suitable for suspension).

LuxSpace accent

RS752B IXLED39S/930WB

Features



- Efficacy of up to 100 lm/W, thanks to very Hi-LOR reflectors (90%).
- Lumen packages from 1200 to 4900 lm to match equivalent CDM 70/50/35/20 W MASTERColour Elite.
- Choice of color temperatures: 3000, 2700 and 4000 K.
- Color rendering index 80 and 90.
- Passive cooling up to 4000 lm.
- Dimmable versions.
- Through-wiring and emergency lighting options.

