

The Philips logo is displayed in blue capital letters on a white background, which is part of a larger graphic overlay on the left side of the image. The background image is a photograph of a Bershka retail store interior, featuring clothing racks, mannequins, and large, bright, rectangular light panels on the ceiling.

PHILIPS

Bershka

Fashion Lighting



Retail store lighting that attracts and differentiates

Stores that stand out

The retail marketplace is exceptionally competitive. Bershka is fully aware that the attractiveness of their stores is a critical factor for further growth and success. The store chain therefore started looking for ways to differentiate itself and create a unique concept in their physical stores.

The key pillars of the Bershka brand are fashion, youth and music, which had to be fully reflected in all components of every store. Architecture and design firm 'Castel Veciana', was requested to design a new store concept supporting this vision. They came up with the concept of a rock & roll stage.

“The most interesting aspect of the store is the Philips OneSpace light panel. It is a fantastic lighting element. As soon as I saw it I knew that we had to include it in our store concept for Bershka.”

Jordi Castel, architect at Castel Veciana

Lighting that rocks and rolls!

To make such a bold and adventurous theme work, a vital component is in-store lighting. Castel Veciana had a clear vision of what this lighting should look like. It included large light panels, customizable and highly flexible, to clearly define the available space

and help create a new identity. Finally, alongside being unique, the lighting solution had to be repeatable and adaptable, enabling the fashion chain to roll out the new lighting and store concept globally in all of its locations.

OneSpace to enhance the stage

After an extensive search, Castel Veciana chose the Philips OneSpace panel, which offered unique benefits with which designing the Stage Concept became possible. This made-to-measure ceiling panel frees architects from the constraints of conventional ceiling design and transforms any interior into one cohesive space. Hidden LEDs that spread light evenly through the panel surface create the impression of an invisible light source with homogeneous, daylightlike illumination.

This sleek-looking luminaire has a distinctive design, suitable for Bershka's unique store theme, while its ability to provide highlights allows different retail areas to be clearly delineated. It's also highly flexible, thanks to a variety of made-to-measure sizes up to 10 x 3 meters, making it easy to implement in different stores with different layouts. Moreover, its sound-absorbing materials enhance store acoustics.

“OneSpace highlights each area within the store, separating the different sections and creating interesting circulations. I think this is spectacular.”

Jordi Castel, architect at Castel Veciana

A holistic lighting solution

In addition to the lighting emphasis provided by OneSpace, narrow linear luminaires and theatrical projectors are used to complete the lighting solution in support of the Stage Concept:

- Light lines of different lengths are used for the general store lighting, creating circulations within the store and guiding customers from one place to another.
- Projectors illuminate the clothes in a dramatic way, highlighting the different collections on shelves and racks.

'Behind the scenes', a lighting control system rules the stage. The main features are:

- Light control (on/off, dimming, scene creation) from a touch panel in-store and/or on a mobile device
 - Remote management for fail alerts generation and energy reports, integrated with Bershka's Energy Platform
- Through the global presence of Philips, Bershka stores worldwide receive technical support to ensure the lighting solution is implemented consistently and effectively.



Unique store concept that differentiates

This tailored lighting solution has allowed Bershka to create stores with a unique identity that also give shoppers an experience that cannot be matched online.



Perfectly illuminated garments and guided customers

The outstanding quality of light of Philips luminaires enhances the appearance of showcased garments and shows their true colors. Next to that, the OneSpace panels, together with linear lighting, are proving effective in guiding customers through certain areas of the store.



Easy control and spot on maintenance

The easy to use control system behind the scenes lets the lights to be controlled from a touch panel or mobile in-store and a remote monitoring system also supports with generating fail alerts and energy reports.



A store concept ready to be rolled out globally

Thanks to its flexibility and adaptability, the Philips solution is proving easy to implement in different Bershka stores throughout the world, creating a consistent in-store experience globally.

About Bershka

The Bershka brand was introduced by Spanish group Inditex in 1998. Since then the chain of Bershka stores has grown steadily, and currently numbers over 1000 shops in more than 70 countries. It attracts a clientele of adventurous young people who love the latest trends and are interested in music, social networks and new technologies.

Fast facts

Customer:

Bershka

Location:

Madrid, Spain

Architecture and design firm:

Castel Veciana

Systems & products:

OneSpace, Projector ST495T, Light line SLD50, Dynalite control system

Find out more about how Philips Lighting can transform indoor spaces

