



# On top of the trends

The latest innovations that are transforming retail.

It's safe to say that **'shopping as usual'** is now over.

As retailers recognize that consumers are now more choosy and discerning than ever, bolder steps are being taken all the time to make the in-store experience special. If we're to be lured away from the ease and convenience of online shopping carts, a visit to a fashion store or supermarket needs to offer added value.

LED lighting has been an important part of the revolution, as it allows retailers greater flexibility to shape perceptions of products and enhance brand experience. Increasingly though, there are other issues on the agenda.

How can we ensure that shoppers remain permanently connected in store? Can we reduce still further the size of visible infrastructure in the shop to make it less intrusive? And will we be able to deliver on our pledges to support the environment and create truly sustainable retail?

Lighting solutions are going to be at the heart of the changes, so RetailScene decided to take a look at some of the design highlights of 2015.



## Enhancing stores

Although the trend towards online shopping is likely to continue growing, there is plenty that retailers are able to do to make the **traditional store more appealing**.



## Getting connected

Clever lighting is starting to **engage shoppers through targeted messages** and promotions to smartphones. The versatility of digital LED means that it's a communication medium as well as a light.



## Reducing waste

With the environment top of everyone's agenda, light can play a big part in reducing wastage of food by helping to **minimize discoloration**.



## Delivering sustainability

Saving energy isn't just good in principle. **It delivers on the bottom line too**. Think about how long you're going to be able to use your products and when they'll need replacing.



## Embracing LEDs

Programmable LED lights are becoming more and more commonplace in stores because of their **long life, high energy efficiency and flexibility**.



## Shrinking technology

**Miniaturization** is the watchword for retailers right now. Smaller products can be integrated more efficiently and seamlessly into your store design.



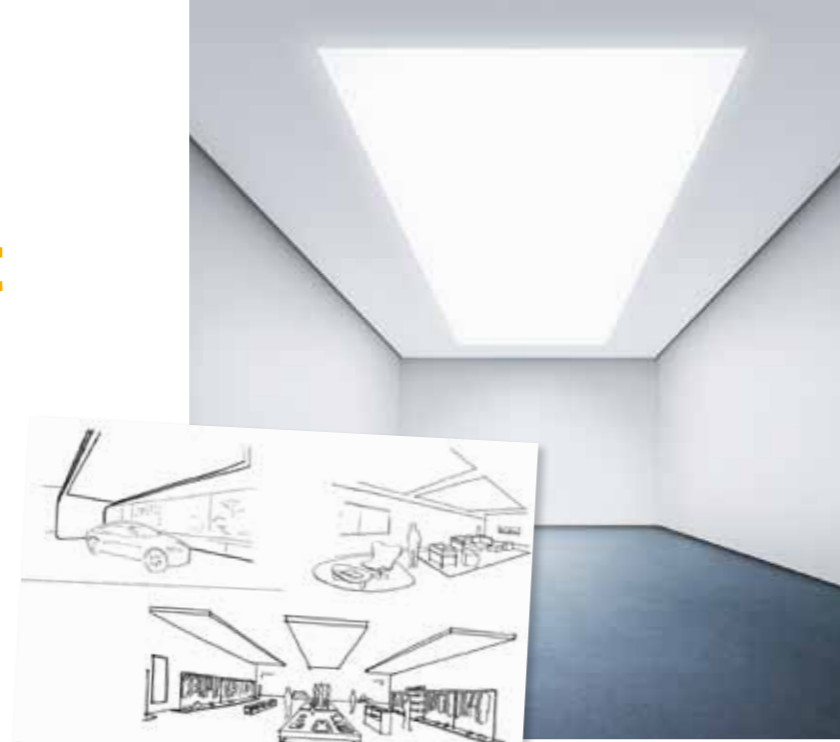
## Create a sleek and serene effect

### OneSpace

Imagine a ceiling which is actually a seamless light source. That's the idea behind the Philips OneSpace technology – a product which allows architects to 'build light in' rather than add it on. The experience for shoppers is truly different, as they are amazed to find there's no visible light source above their heads.

For retailers, the advantages are huge. The sleek, minimalist aesthetic (which also avoids reflections and glare) can greatly enhance store design and brand values. OneSpace enhances acoustics in a busy shopping environment. What's more, it can be made to measure by the millimeter – up to 3m<sup>2</sup> by 10m<sup>2</sup>.

One leading fashion retailer used multiple OneSpace panels with accent lights to create the effect of a catwalk. At the same time, supermarkets are interested in the potential for creating a more relaxing check-out experience, absorbing sound in a busy store as people wait in line to be served. The simplicity of the design – with its glass-fibre fabric, high reflectors and LEDs – makes it extremely adaptable.



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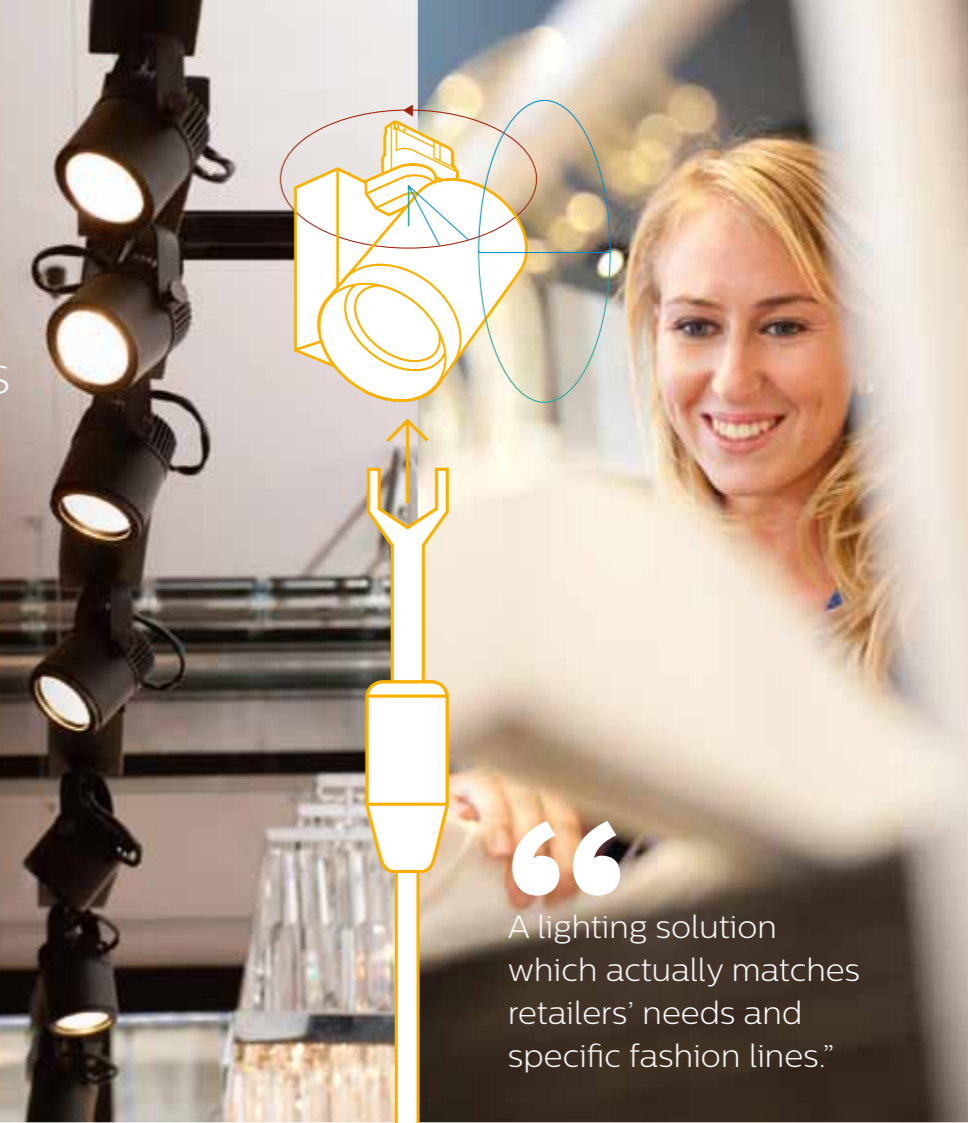


## Adapt your light to different products

### ProAir

With its minimalist, neutral design, the award-winning ProAir spot from Philips blends in with store architecture. It's part of the trend towards flexibility and collaboration – building a lighting solution which actually matches retailers' needs and specific fashion lines.

No longer are lighting choices just an issue of technical specification and cost – branding experts and visual merchandisers may be just as interested in the effect that's being created. ProAir's innovative reflector design makes the product particularly efficient and, thanks to an accessory, its direction can be adjusted easily from ground level.



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## A choice of LED flavors

### Customized light

The experience of a customer in a store is shaped by the atmosphere. And now it's possible to give that atmosphere a personalized and branded touch.

It's no longer a question of simply picking a luminaire. Retailers can now choose a particular LED 'flavor' which matches their business and helps to create a truly unique space. After all, if we're shopping in Luis Vuitton, our purchasing decisions are just as much about the brand as they are about individual products.

The new thinking in lighting technology opens up a whole world of fresh possibilities. White light, warm light or your own unique light 'signature'. The possibilities are endless. There's now more control than ever before in the hands of the retailer, which means that it's easier to engage customers through meaningful experiences.



## The brand-conscious shop windows

### Dynamic shop windows

A shop window is the first point of contact with a customer and the perfect place to express a brand identity. With dynamic lighting, retailers can stand out on a busy shopping street and draw customers inside. For extra contrast and effect, it's possible to use both narrow and extra-wide beam spots.

With research showing we only have six seconds to catch the attention of a passer-by, it's vital to make a real impact. It's only after this initial attraction that stores can think about engaging and converting customers.

New systems are scalable and can be used for multiple shop windows, as well as promotional displays.



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