

**PHILIPS**

TrueFashion

Retail lighting



TrueFashion

**The best quality of light** in miniaturized spots for fashion retail





# Fashion spot family **for windows and sales areas**

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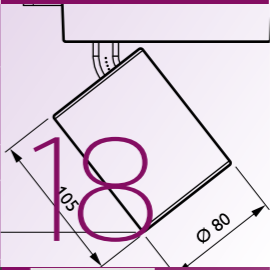
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# Transforming your **physical** store



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## Excellent quality of light

- Full light control with our Fashion Proof optic lenses.
- Optics are compatible with the Philips fashion light flavors.
- Reduced glare with full beam control.
- The extra narrow beam, specially developed for high ceilings, bridges the height with an intense high quality beam.
- Reduced spill light to create better contrasts in the store.
- Full range of beam angles: 6, 12, 18, 24, 30, 36, 60 degrees.



## Smooth, design, fine detailing

- Fine design detailing throughout the family.
- Discreet and miniaturized spot to blend seamlessly into the store design.
- Closed and smooth surfaces to reduce dust ingress.
- Precision lighting with high quality materials and finish.
- Miniaturized design to blend into the store interior.
- Integrated glare shield to reduce shopper discomfort.



## Ready to be customized

- Create tailored luminaires to suit your brand and store design.
- TrueFashion modular architecture enables a customization approach for a seamless store integration.
- Choose your Philips LED Flavor and color temperature.



## Ready to be rolled out globally

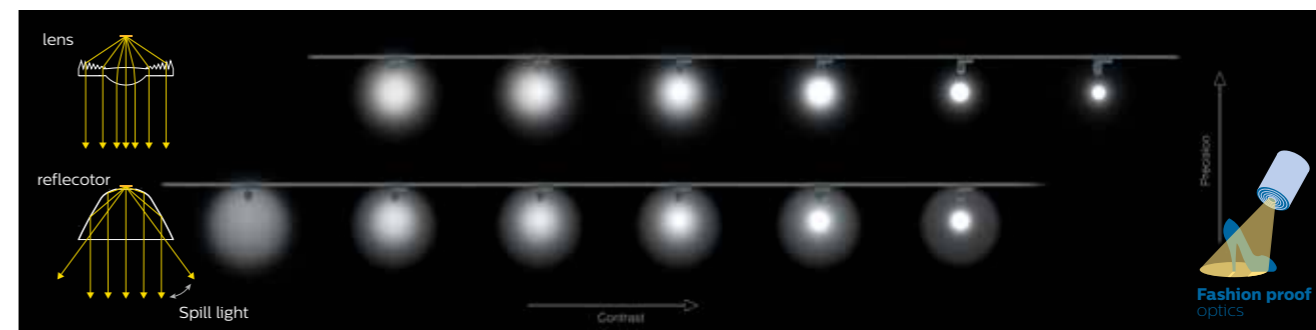
- TrueFashion is prepared for fast global certification and roll out.



**Fashion proof**  
 optics

## Philips Fashion Proof optic lenses Optimize contrasts

TrueFashion is a dedicated spot family answering to the specific needs of Fashion retailers. These miniaturized spots with clean and fine detailing offer contemporary design and blend seamlessly into the store interior. It provides the best quality of light by using lenses for optimizing contrast and reflectors for creating a very complete range of beam angles.



# Attract, engage and convert

Fashion is one of the most exciting retail applications in store design. But it can also be one of the most demanding. Shoppers expect special store experiences that reflect a brand's unique personality, which is why every detail counts.

Lighting plays a leading role in showcasing fashion in its true colors and enhancing the textures of everything from leather to silk. It sets the scene with ambiances that put people in the mood to shop. And it can increase the impact of a store in other ways too.

Lighting can attract shoppers with dynamic window displays that entice people inside the store. It can engage them by highlighting must-see items as it guides them effortlessly around the store. Then convert them into customers who are delighted with their purchases at the end of their visit. So with the right lighting, you can increase sales at the flick of a switch.

The Fashion proof optic lenses are used to optimize the contrasts within the store and create a theatrical experience. The TrueFashion beams are ideal to illumination the collection and increase the attraction value with optimized contrast.








# PerfectScene dynamic window

# TrueFashion EasyAim

- Dynamic dimming sequences that create more attraction and stopping power.
- Scalable control system for one or multiple dynamic areas.
- Flexibility to adapt your dynamic behavior by yourself to new shop window designs.
- Supporting the stories of visual merchandizers with the best quality of light enabled by TrueFashion.
- TrueFashion with Fashion Proof optic lenses optimizes the contrast and attraction value.

## How it's done

 <h3>High quality accent lighting</h3> <ul style="list-style-type: none"> <li>• Use Fashion Proof optics for maximum contrast</li> <li>• TrueFashion extra narrow beams (6 and 12 degrees) to attract attention</li> <li>• Including Philips LED flavors</li> </ul>	 <h3>Scalable control system</h3> <ul style="list-style-type: none"> <li>• Standard DALI tracks for reliable global supply base</li> <li>• Standalone system with wireless access</li> <li>• Easy to install</li> </ul>	 <h3>Dynamic scenes</h3> <ul style="list-style-type: none"> <li>• Synchronized dynamic scenes in multiple shop windows or promotional areas</li> <li>• Mobile app with intuitive interface to design and adjust the dynamic behavior</li> <li>• Scenes are triggered via manual button panel and/or time clock</li> </ul>
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## Remote controlled window lighting at your fingertips

### Considerations

At heights above 3.5 meters, you need certified personnel to reposition the window lighting every time you change your display – that could be every two weeks.

Use a mobile device to control a motorized spot with an extra narrow beam to solve this problem

- TrueFashion **extra narrow beam** is essential for highlighting the mannequins from a high ceiling
- **User-friendly** and **secure** app is **aiming** the light accurately.

### What is EasyAim?

A motorized spot in combination with an intuitive mobile phone application designed together with visual merchandizers.

It lets you direct the light while having a full overview, standing outside your store in front of the window, thus making the workflow of the visual merchandizer easier and more efficient.

## TrueFashion EasyAim A motorized spot with app control

 <p>Outstanding quality of light with extra narrow beam that is able to bridge the distance between the high ceiling and the mannequins.</p>	 <p>You're free to aim the beam of every luminaire in high ceilings in store windows via the intuitive mobile app.</p>	 <p>Your store window always looks fresh and attractive, increasing footfall.</p>	 <p>Increases efficiency and safety of personnel.</p>
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(6 degrees and high MBI 64kcd)



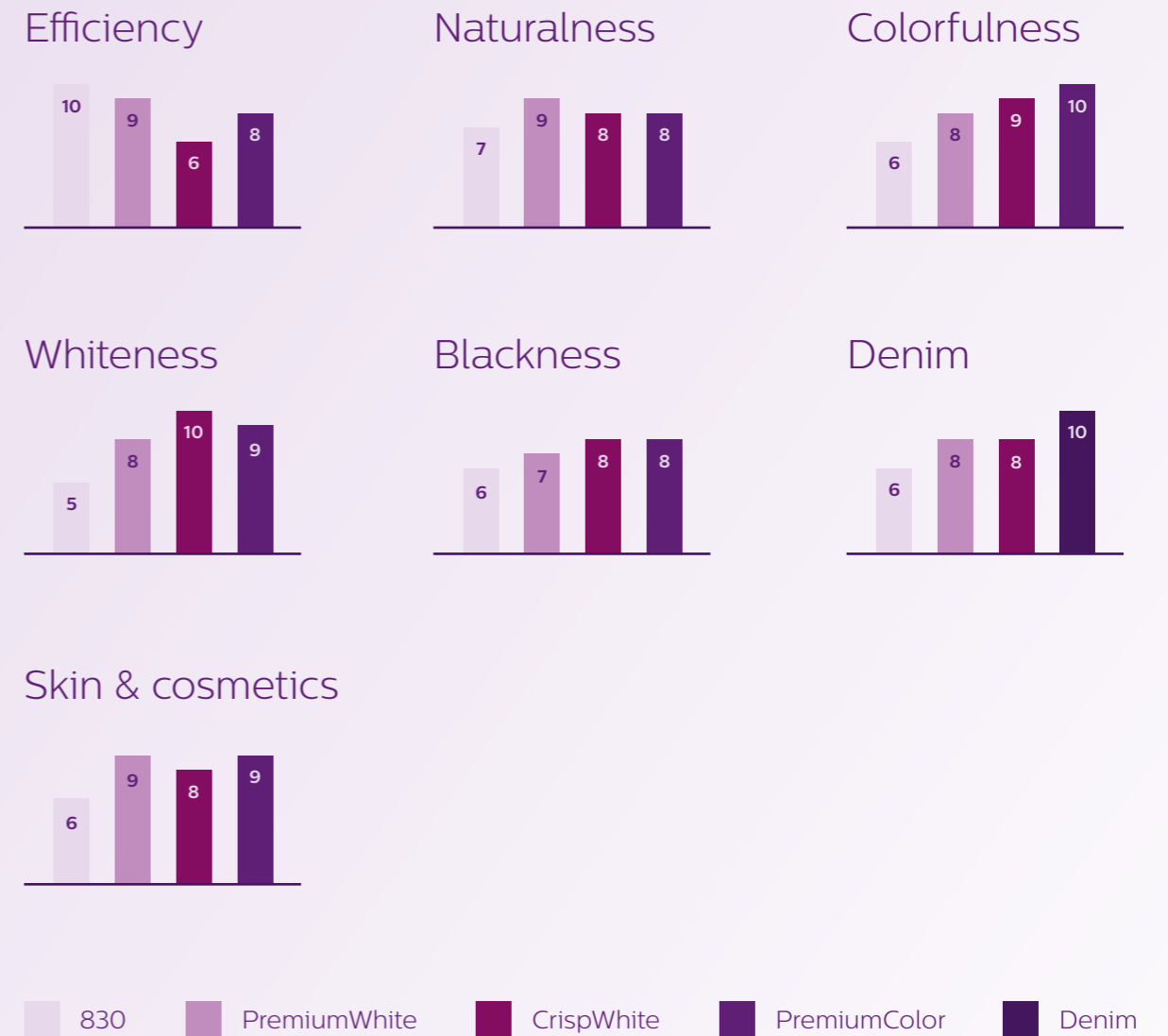
# Beautiful colors, perfect whites, rich blacks

Each LED flavor has been specifically developed with the purpose to enhance the appearance of your items. With LED flavors, you can make sure your items stand out and look attractive to your shoppers.



## LED flavors

What they offer\*



\*Measured on a scale of 1 to 10, 10 representing highest quality in a particular area



# TrueFashion Dedicated fashion spot family

Apply lighting in your sales areas to achieve a number of different objectives. It can create drama and contrast, highlighting particular details on items or fine-tuning their appearance. Or it can ensure that a key piece in a collection becomes the center of attention. The right lighting will guide shoppers and encourage them to explore more areas in your store.



## TrueFashion Highlight ST721T/ST720T

### Shop window

- ø100mm x 170mm spot head
- 6 degrees lens/ 64Kcd MBI
- motorized EasyAim spot for remote aiming with intense beam to highlight the collection.

Retail lighting  
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TrueFashion  
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Product family  
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## TrueFashion Compact ST710T/ Compact L-Hinge ST711T

### Sales area

- ø80mm x 105mm small size spot head
- 2700 lm version
- 12, 18, 24, 30, 36 and 60 degrees reflector
- available with DALI and prepared for indoor positioning
- prepared for international certification.



Retail lighting  
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TrueFashion  
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**Product family**  
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## TrueFashion Mini ST700T

### Sales area

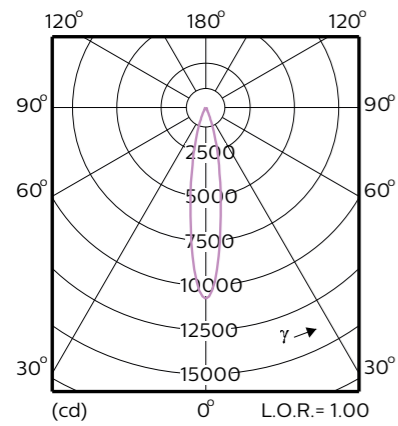
- ø66mm x 90mm small size spot head
- 1700 lm version
- 18 and 30 degrees lens
- available with DALI
- prepared for international certification.



# Photometric details

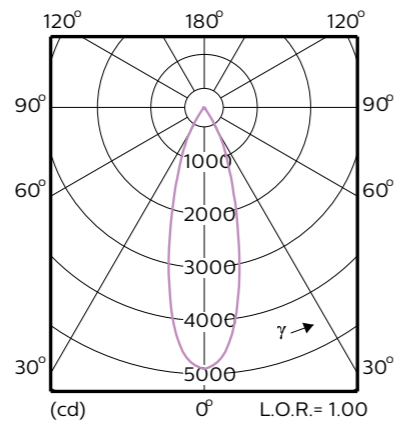
## TrueFashion Mini ST700T

**Narrow beam**



This diagram applies for:  
 Luminaire: 1xLED17S/PW9 NB

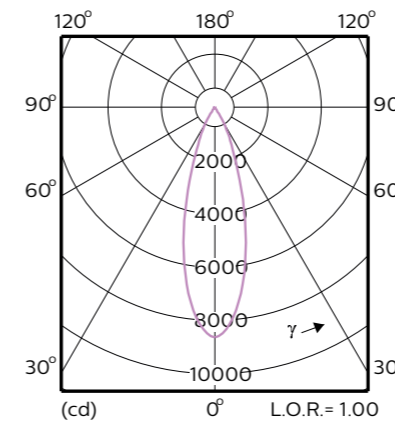
**Wide beam**



This diagram applies for:  
 Luminaire: 1xLED17S/PW9 WB

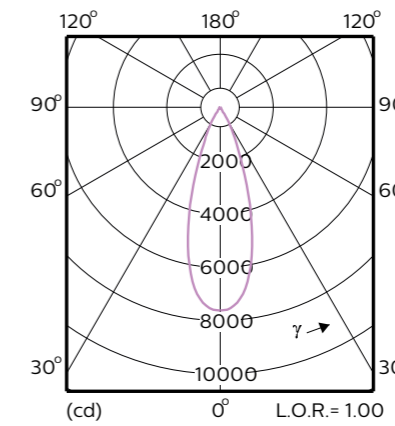
## TrueFashion Compact ST711T

**Wide beam**



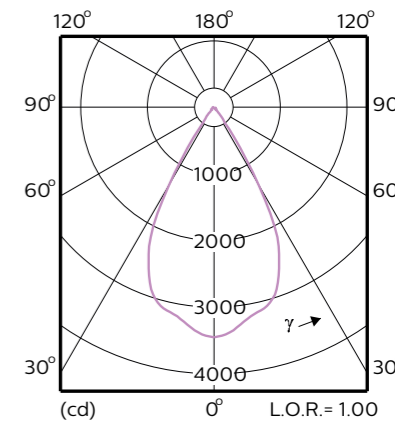
This diagram applies for the following:  
 Luminaire:  
 L105 1xLED20S/830

**Wide beam**



This diagram applies for:  
 Luminaire:  
 L105 1xLED27S/830

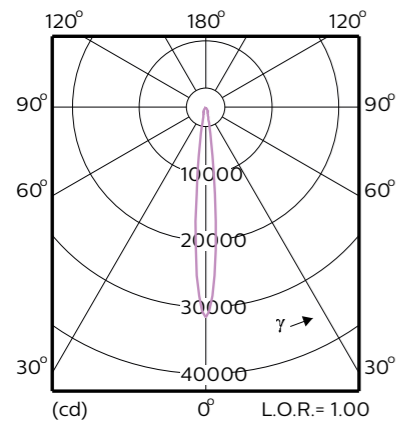
**Very wide beam**



This diagram applies for:  
 Luminaire:  
 L105 1xLED27S/830

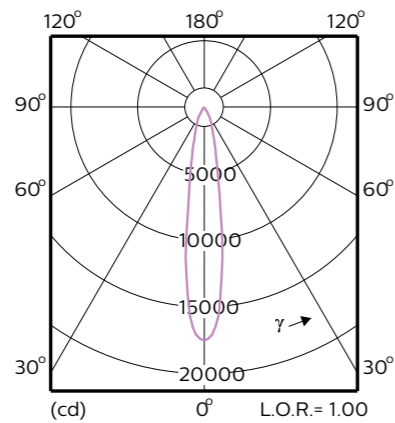
## TrueFashion Compact ST710T

**Narrow beam**



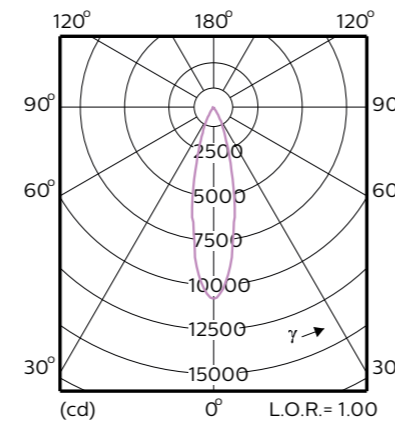
This diagram applies for the following:  
 Luminaire:  
 L105 1xLED20S/830

**Narrow beam**



This diagram applies for:  
 Luminaire:  
 L105 1xLED27S/830

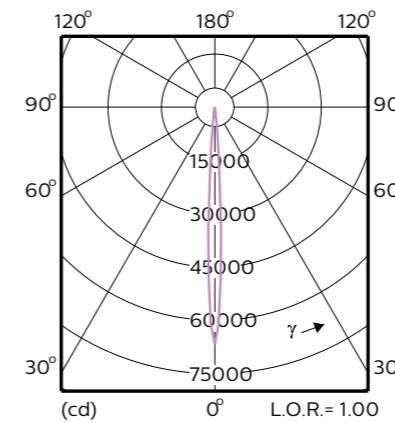
**Medium beam**



This diagram applies for:  
 Luminaire:  
 L105 1xLED27S/830

## ST720T/ST721T Highlight/EasyAim

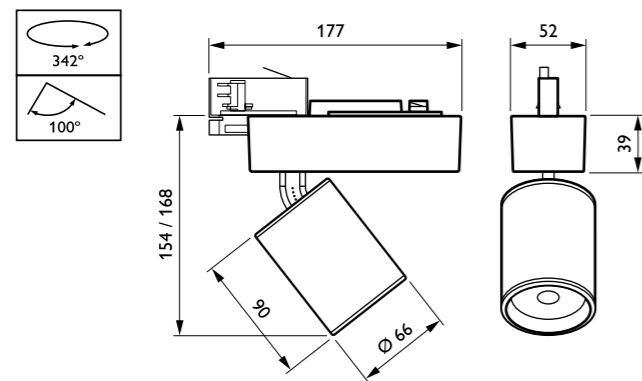
**Extra narrow beam**



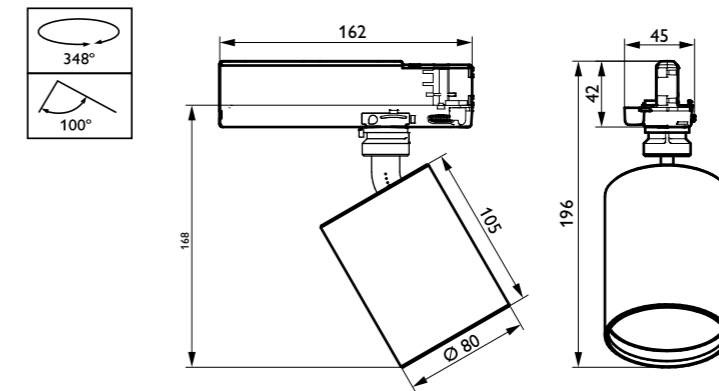
This diagram applies for:  
 Luminaire: 1xLED-XNB/PW9

# Dimensional drawings

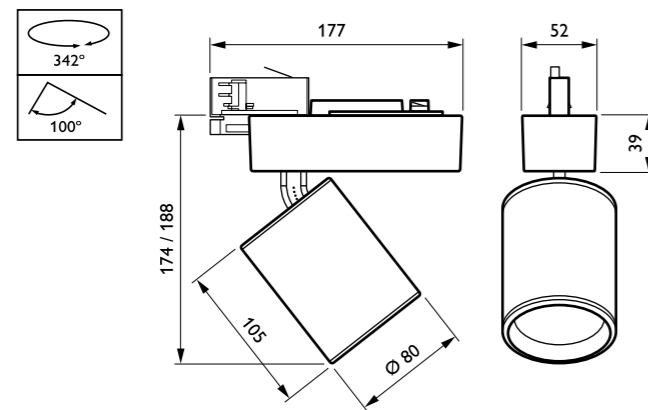
**TrueFashion Mini (ST700T)**



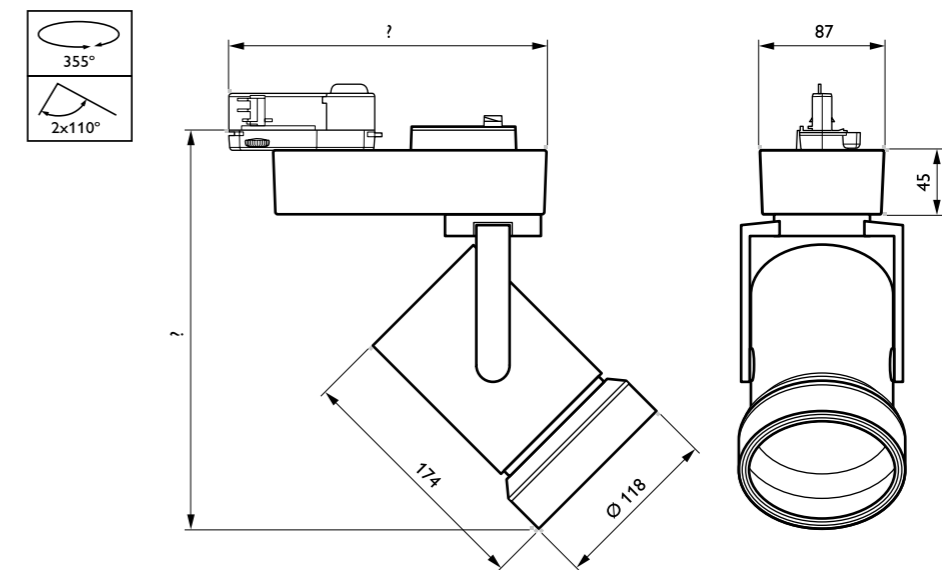
**Compact size with driver in Track (ST712T)**



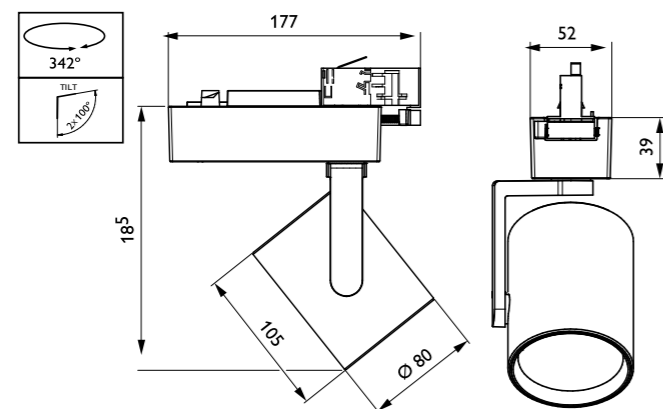
**TrueFashion Compact (ST710T)**



**TrueFashion Highlight (ST721T/ST720T)**



**TrueFashion Compact L-Hinge (ST711T)**



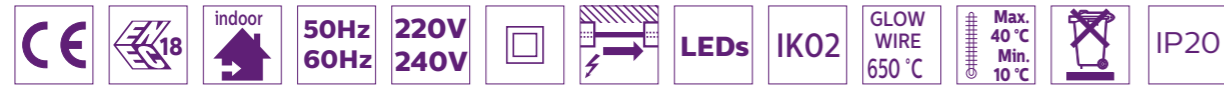
# Specifications

Retail lighting

TrueFashion

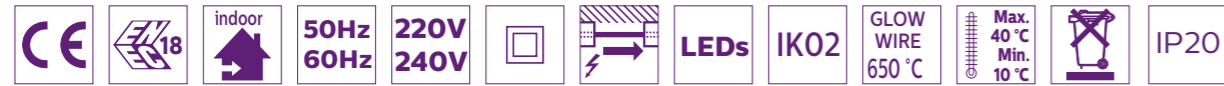
**Main specifications**

## TrueFashion Mini (ST700T)



Lumen package	Color temp. (K)	Weight	P. nom	Driver type	Beam angle (CLM-Collimator, FR-Reflector)					
					12	18	24	30	36	60
LED17S	PW9-3000	0,52	24,0W	PSU/PSD		CLM		CLM		
	PW9-3500	0,52	24,0W	PSU/PSD		CLM		CLM		
	PW9-4000	0,52	24,0W	PSU/PSD		CLM		CLM		
	CRW	0,52	24,0W	PSU/PSD		CLM		CLM		

## TrueFashion Compact (ST710T)



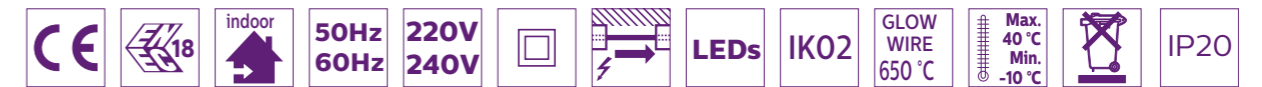
Lumen package	Color temp. (K)	Weight	P. nom	Driver type	Beam angle (CLM-Collimator, FR-Reflector)					
					12	18	24	30	36	60
LED20S	830	0,61	26,0W	PSU/PSD	FR					
	CRW	0,61	27,0W	PSU/PSD	FR					
	PW9-3000	0,61	26,5W	PSU/PSD	FR					
	PW9-3500	0,61	26,5W	PSU/PSD	FR					
	PW9-4000	0,61	26,5W	PSU/PSD	FR					
LED27S	830	0,61	23,5W	PSU/PSD		FR	FR	FR	FR	FR
	CRW	0,61	36,0W	PSU/PSD		FR	FR	FR	FR	FR
	PW9-3000	0,61	29,5W	PSU/PSD/PSD-VLC		FR	FR	FR	FR	FR
	PW9-3500	0,61	27,5W	PSU/PSD		FR	FR	FR	FR	FR
	PW9-4000	0,61	26,5W	PSU/PSD		FR	FR	FR	FR	FR

## TrueFashion Compact L-Hinge (ST711T)



Lumen package	Color temp. (K)	Weight	P. nom	Driver type	Beam angle (CLM-Collimator, FR-Reflector)					
					12	18	24	30	36	60
LED20S	830	0,61	26,0W	PSU/PSD	FR					
	CRW	0,61	27,0W	PSU/PSD	FR					
	PW9-3000	0,61	26,5W	PSU/PSD	FR					
	PW9-3500	0,61	26,5W	PSU/PSD	FR					
	PW9-4000	0,61	26,5W	PSU/PSD	FR					
LED27S	830	0,61	23,5W	PSU/PSD		FR	FR	FR	FR	FR
	CRW	0,61	36,0W	PSU/PSD		FR	FR	FR	FR	FR
	PW9-3000	0,61	29,5W	PSU/PSD/PSD-VLC		FR	FR	FR	FR	FR
	PW9-3500	0,61	27,5W	PSU/PSD		FR	FR	FR	FR	FR
	PW9-4000	0,61	26,5W	PSU/PSD		FR	FR	FR	FR	FR

## TrueFashion Highlight (ST721T/ST720T)



Hausing	Lumen package	Driver type	Color temp. (K)	Weight	P. nom
ST720T	LED-XNB	PSU/PSD	PW 9-3000	1,9	19,2W
ST721T	LED-XNB	PSD	PW 9-3000	2,2	17,6W

# Range offer

## Mini



Designation	EOC	l2nc
ST700T LED17S/PW9-3000 PSU CLM18 WH	871869939181200	910500465134
ST700T LED17S/PW9-3000 PSU CLM30 SI	871869939203100	910500465148
ST700T LED17S/PW9-3500 PSU CLM18 BK	871869939204800	910500465149
ST700T LED17S/PW9-4000 PSU CLM18 WH	871869939205500	910500465150
ST700T LED17S/CRW PSU CLM18 WH	871869939527800	910500465221
ST700T LED17S/PW9-3000 PSD CLM18 WH	871869939528500	910500465222
ST700T LED17S/PW9-3000 PSD CLM30 BK	871869939529200	910500465223

## Compact L-Hinge



Designation	EOC	l2nc
ST711T LED27S/PW9-3000 PSU FR24 WH	871869939181200	910500465237
ST711T LED27S/PW9-3000 PSU FR24 BK	871869939203100	910500465238
ST711T LED27S/PW9-3000 PSU FR24 SI	871869939204800	910500465239

## Highlight



Designation	EOC	l2nc
ST720T LED-XNB/PW9-3000 PSU CLM6 SI	871869939219200	910500465164
ST720T LED-XNB/PW9-3000 PSD CLM6 BK	871869939220800	910500465165

## Compact



Designation	EOC	l2nc
ST710T LED20S/830 PSU FR12 WH	871869939206200	910500465151
ST710T LED27S/830 PSU FR24 WH	871869939207900	910500465152
ST710T LED20S/PW9-3000 PSU FR12 BK	871869939208600	910500465153
ST710T LED27S/PW9-3000 PSU FR18 WH	871869939209300	910500465154
ST710T LED27S/PW9-3000 PSU FR24 WH	871869939210900	910500465155
ST710T LED27S/PW9-3000 PSU FR30 BK	871869939211600	910500465156
ST710T LED27S/PW9-3000 PSU FR36 SI	871869939193500	910500465146
ST710T LED27S/PW9-3000 PSU FR60 WH	871869939212300	910500465157
ST710T LED20S/PW9-3500 PSU FR12 BK	871869939213000	910500465158
ST710T LED27S/PW9-3500 PSU FR24 WH	871869939187400	910500465140
ST710T LED20S/PW9-4000 PSU FR12 BK	871869939214700	910500465159
ST710T LED27S/PW9-4000 PSU FR24 WH	871869939215400	910500465160
ST710T LED20S/CRW PSU FR12 BK	871869939216100	910500465161
ST710T LED27S/CRW PSU FR18 WH	871869939217800	910500465162
ST710T LED27S/PW9-3000 PSD-VLC FR24 WH	871869939188100	910500465141
ST710T LED20S/PW9-3000 PSD FR12 WH	871869939530800	910500465224
ST710T LED27S/PW9-3000 PSD FR24 BK	871869939531500	910500465225

## Barndoor

Designation	EOC	l2nc
ST710Z BD BK	871869939218500	910500465163

## EasyAim

Designation	EOC	l2nc
ST721T LED-XNB/PW9-3000 PSD CLM6 WH	871869939221500	910500465166



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