



PHILIPS

Retail lighting

House of Fraser

Case Study

Showing merchandise in its **best light**

House of Fraser used MASTERColour CDM Elite to improve its shop floors and maximize profits

“ We’re really pleased with the visible change that MASTERColour CDM Elite has brought to our business but more importantly so are our customers – and that has to be the key indicator of its success.”

Peter Horrix, Director of Store Development, House of Fraser





Before



After

Background

As one of the UK's most famous department store chains, House of Fraser knows a thing or two about retail displays. However, in order to keep up with growing competition, it sought a way to improve its shop floor atmosphere and reduce the amount of goods returned.

Solution

Impactful Illumination is vital to the House of Fraser shopping experience. The chain is known for offering the world's famous brands, but high street competition is always growing, so the shop floor environment must be continuously improved. House of Fraser looked to upgrade its lighting in three prime locations - Croydon's Central shopping mall, London's Oxford Street, and King William Street, also in the capital.

"Lighting must help us create the right ambience in store", explains Mike Clare, Head of Engineering at House of Fraser. "One of our prime considerations is that our lighting gives a true representation of daylight, something of particular importance for our fashion collections. Clothes must not only look vibrant and attractive on display but must also meet customers' expectations when they return home. Goods returned to store impact on overall turnover and factors influencing this are important."

A total of 5000 lamps, a mixture of MASTERColour CDM Elite 35W and 70W, were supplied by The LightBulb Company and installed in just two weeks. The new lamps have created a uniquely enticing ambience on the shop floor. They deliver unparalleled light quality that outshines competitor's lights - MASTERColour Elite lamps have a lumen maintenance more than 80% in comparison with conventional lamps of only 50%. Since the new lamps have been installed, House of Fraser has seen less goods returned - proving that bright ideas really do make a difference.

“ We need to know that our stores will look attractive and inviting at all times so that our customers have a consistent shopping experience. MASTERColour CDM Elite lamps give us that assurance, as their quality and reliability are exceptional.”

Peter Doherty, General Manager, House of Fraser Oxford Street

