



**PHILIPS**

Retail Lighting

Deichmann in  
Leipzig

Case study

# Shop lighting that brings in buyers

How LED lighting can transform  
a product display into a purchase





## The Challenge

The Deichmann branch in Die PROMENADEN shopping mall is right in the middle of Leipzig's main railway station. There is a whole row of shops to the left and right here, across three stories. Of course, all the outlets are competing for the attention of passing shoppers, who include an interesting mix of travelers, tourists and local residents.

This situation has raised important questions for Deichmann: How can we set ourselves apart from the other shops and give our shop an individual edge? How can we attract maximum attention? What lighting will help us meet our customers' expectations? And how can we do this as economically as possible and with as efficient use of energy as possible?

## The Solution

A lighting audit carried out by us provided the answers to all these questions. It resulted in the installation of a modern LED lighting solution and an intelligent lighting control protocol.

First of all we concentrated on the shop windows, the shop's calling card: its street facing windows. The shop façade has just a few seconds to grab the attention of passers-by. We wanted to maximize the probability of these passers-by calling into the shop, and we used the 'Dynamic Shop Window' concept to do this. This offers lighting that works dynamically and displays both the overall arrangement and each individual pair of shoes to great effect.



Dimmable StyliD Projectors, which are controlled by the Philips Dynalite system, were fitted using different output angles. The spotlight is therefore placed on specific product groups in turn.

The dynamic lighting display creates an effect of movement in the shop window. This arouses the curiosity of nearby people and draws their eyes even when they are looking in other directions. They become aware of the light setting out of the corners of their eyes.

As soon as customers enter the shop, they are greeted with a pleasant lighting atmosphere that encourages them to take a closer look at the shoes on display. To ensure uniform backlighting, the ceiling was fitted with the CoreView Panel, an extremely flat recessed luminaire providing high-quality light. It is supported by fixed and swiveling downlights from the LuxSpace Accent LED product family.

“

**The new lighting scheme ties in perfectly with our shop concept! The shop windows are a real highlight.”**

**Wolfgang Turrek**  
Technical Director, Deichmann SE

Case study  
.....  
Deichmann in  
Leipzig  
.....  
Fashion Shop  
.....



These modern lights take over the task of effectively illuminating the shoes and boxes on the shelves at ceiling height. They are arranged so that all shoes are shown off to their best effect, even those on the bottom shelves. StoreFlux LED modular recessed downlights work as accent lighting, showcasing individual areas. They ensure that the photo displays look modern and trendy, while the shoe shelves in the room are brought to life.

Wolfgang Turrek, Technical Director for Deichmann SE, is pleased: “The new lighting scheme ties in perfectly with our shop concept! The shop windows are a real highlight. Thanks to the dynamic lighting, it looks extremely exciting and is a real eye-catcher.”





