PHILIPS

Retail lighting

Upside store

Case Study

Putting the spotlight on **brilliant brands**

Fresh style is brought to the sales floor of Upside store with MASTERColour CDM Evolution

“ MASTERColour CDM Evolution offers essential benefits for my store: an efficient bright and vivid light at acceptable costs, due to its high efficiency and long lifetime.”

Background

Upside store is a truly spacious retail location. Spanning 4000m², it stocks a range of 100 international clothing brands in its trendy loft-like interior. But in order to give each brand its own identity, some inspiring illumination was needed.

Solution

Upside store is committed to providing an extraordinary shopping experience. However, to bring its 'shop-in-shop' concept to life, Upside store needed lighting that would give each independent brand its own identity. In addition, the lighting needed to be high quality, energy efficient, and easily maintained despite the seven meter high roof.

A lofty lighting concept was the answer. Projection.eu, a Belgian lighting designer, chose Philips lights for the job. For both accent and general lighting, MASTERColour CDM Evolution 35W/930 spotlights were track mounted at a height of four meters. The positioning of the lighting allows for easily maintenance of luminaires, and the high light output of CDM Evolution is bright enough to illuminate merchandise from a distance.

The new lighting system has transformed the retail displays into a work of art. The excellent color rendering supplied by CDM Evolution accentuates the quality of clothing and catches the eye of passing customers. The focused beams of the spotlights allow the luminaires to be positioned in a different way for each clothing brand, giving a fresh feel to each individual area.

> “MASTERColour CDM Evolution keeps energy costs to a minimum with its energy efficient performance of 112 lm/W. And with 20,000 hours lifetime, the lamps will last four and a half years before needing to be replaced.”

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