



**PHILIPS**

Prague

Fashion Lighting

# Experience shopping in a new light

## Retailers face major challenges

How can lighting help retailers overcome the challenges they are facing, such as constantly changing consumer in-store behavior and online shopping? The Sneakers Molo store in the Harfa Shopping Centre in Prague was well aware that customers were using their store to browse items, try different sizes, and then go and make their purchase online. The use of dynamic LED lighting enabled the store to better engage with customers, give them a strong emotional in-store experience, and motivate them to complete their purchases in the store.

“Our customers truly enjoy their shopping experience and once they try on the shoes and realize how much they love them, they want to purchase the shoes immediately.”

Petr Rada, Head of the Molo Lifestyle Concept

## Sneakers Molo uses dynamic lighting

To encourage shoppers to make an in-store purchase, retailers must first get them into the physical store. Sneakers Molo's display has tennis shoes lined up vertically on the wall, and dynamic lighting creates movement – the fundamental essence of footwear. More intensive lighting in the rear of the store grabs the attention of passing shoppers and attracts them inside.

## Sparkling white and vibrant colors

An important element of enhancing the in-store experience is partly dependent on the presentation of colors in items. With this in mind, the store chose Philips CrispWhite light flavor using the latest LED lighting technology. CrispWhite improves the appearance of the displays, making whites look whiter and colors more vibrant. Furthermore, the uniform lighting resulting from the lighting design enhances the in-store experience by creating an optimal environment for trying on shoes.

## A new shopping experience

Sneakers Molo successfully met the goals of the renovation, which were to present the collection in a premium environment and allow customers to once again enjoy the experience of shopping in-store. These have been achieved by using Philips high-quality accent lighting. The store looks bigger and brighter, and the overall environment is more enticing.

“We wanted to renovate the store, but did not consider changing the lighting until Philips enlightened us to how lighting can play a critical role in the retail experience.”

Petr Rada, Head of the Molo Lifestyle Concept

## Realizing the importance of light

Sneakers Molo wanted to renovate the store, but did not consider changing the lighting until Philips helped them see how important lighting is in the retail experience. The redesign of the Sneakers Molo retail store with dynamic lighting is in line with current trends in retail, increases the stopping power of the shop window and the footfall into the store, and creates a unique customer experience. Sneakers Molo also realized the importance of better quality of light and efficient illumination. They aimed for a well-lit store which catches shoppers' attention and brings them inside. The appropriate intensity of light gives the store a warm ambience which transforms shopping into an enjoyable experience.

“After changes in the concept and lighting were implemented, the footfall, average spent time in the store, and turnover demonstrably increased. The new lights are also much more economical and save thousands of euros each year.”

Petr Rada, Head of the Molo Lifestyle Concept



### Low energy consumption

Philips offers lighting solutions which combine high performance and energy savings. Sneakers Molo achieved energy savings through the use of Philips accent lighting.



### Increased revenue

Improved dynamic and accent lighting enhanced the in-store experience so much that many shoppers decided to purchase their items right away.



### Increased time spent in-store

By changing the light, Sneakers Molo transformed the store into a place where shopping becomes a stimulating experience. The new lighting encourages customers to spend additional time in the store, which increases the chance of a purchase.



### Increased number of visit

The use of dynamic lighting effects in the shop window is key to catch the attention of passing shoppers and draw them into the store. Sneakers Molo significantly increased the store's footfall after realizing the critical role lighting can play in retail.

## About Sneakers Molo

Sneakers Molo, located in the Harfa Shopping Centre in Prague, focuses on shoes and fashion sneakers of different brands.

## Fast facts

**Customer:**  
Sneakers Molo store

**Location:**  
Prague, Czech Republic

**Philips solutions**  
StoreFlux, ProAir, CoreLine Panel

