



PHILIPS

Retail lighting

Bershka store



Our stories

# Saving energy beyond LED

Bershka joins forces with Philips for a lighting solution to enable them to obtain the maximum score on the accreditation for LEED and become its eco-sustainable flagship store in Valencia.



# Bershka







“ Our challenge was to get an efficient LED lighting in the six-meters high ceilings, right color reproduction and **to achieve the LEED green building certification**”

**Jose Luis Muñoz Lopez**  
Project manager at Bershka (Inditex)



**Project**  
Bershka Flagship Store

**Client**  
Inditex

**Date**  
March 2014

**Location**  
32 Colón Street, Valencia

**Products**  
Custom

**Philips account manager**  
Germán Casanova





Finishing the end the cycle of the previous design and planning to start and rethink the image of Bershka stores from scratch. Since the chain is a new challenge to the renovation project the following guidelines are set by the U.S. Green Building Council (USGBC) for efficient and environmentally sustainable property and to gain LEED Platinum accreditation, the highest granted by this American independent auditor.

**Philips adapted the project both in design and requirements, providing a bespoke LED solution for Bershka getting the highest score in the lighting section of LEED accreditation.**



LED lighting  
.....  
Valencia, Spain  
.....  
**Bershka**  
.....



The first to benefit from this change of image has been the Bershka flagship store, opened in March 2014 in a 19th century building located in the heart of Valencia and with over 1300 square feet of surface area, it has become the largest store in the chain for the whole of Europe. "Being a flagship store it is not only a store for everyday use", explains German Casanova, account manager for 'Bershka' in Philips Spain

"It has wide open spaces with six-meter high ceilings, so the main challenge was to achieve levels that need to establish these features, which are more than 1000 lux, with 100% LED lighting". This was to add to the requirements set by the USGBC for the LEED Platinum accreditation: reduced consumption supported by the control systems of lighting, a color rendering index greater than 80, correct adjustment of quantity and quality in lighting and luminaire above 24,000 hours of life.





“

The challenge has been to get the levels required for a store with the certain characteristics, the two of them with ceiling heights of six meters and areas of wide open spaces, **with 100% LED lighting and complying with all the requirements of efficiency and ecological sustainability of the USGBC**”

German Casanova

Account manager for 'Bershka' in Philips Spain



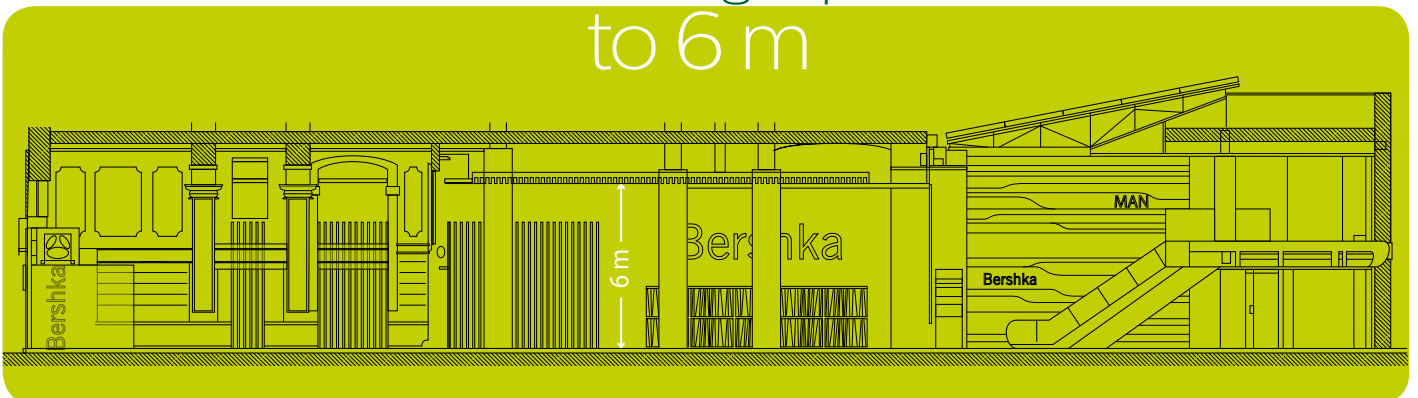
“To achieve all this, Philips had to develop a custom solution for Bershka,” says German. “We design some lights that adapt to the system of Bershka, in which outbreaks are inserted in a lighting rails placed in the ceiling, so that they are fully integrated into the store and also met all the necessary requirements to obtain the highest score in the section on lighting certification LEED”. In addition, lighting control systems were installed by presence in the areas of warehouse and supply of natural light in the windows, reducing total power consumption by about 40% with regard to what would be a conventional installation.





Energy saving  
up to **40%**

Ceilings up  
to 6 m







“ With the lighting in this store, which is 100% LED, we get the maximum possible score to the corresponding part of the accreditation for LEED”

German Casanova  
Account manager for 'Bershka' in Philips Spain



Life of the product  
+ 50.000 hours



Reduced consumption



Amount of light



Quality of light





LED lighting  
Valencia, Spain  
Bershka

To finish off its flagship store, Bershka didn't want to leave without mentioning the facade of the building, classified within the Valencian neoclassicism from the end of the 19th century. "The details in the illumination are to make them have the difference between a flagship store and the other that it is not", says German. "In this case, we have provided the facade with system of dynamic lighting that plays with different shades of white".





