

Light is an essential medium for creating atmosphere, especially in retail spaces.

The correct light supports and promotes sales and there are a range of different luminaires that help this. Lighting fixtures are just as important from the beginning of the shopper experience to the end, from the shop window to the checkout.

There are four crucial aspects to remember when lighting a retail space:

- *Presentation of Merchandise*
- *Brand Identity*
- *Storytelling*
- *Customer Orientation*

Inside the store:

Inside is where the real storytelling begins, however this will change depending on the type of business you have. A small clothing boutique may decide on warm 3000k light for a cosy, comfortable atmosphere where as a large car dealership might lean towards a cool 4000k light for a fresh and more realistic feel - these are how you help to identify the brand of your business. Another example is the more urban retail spaces that seem to be popping up lately, the ones with visible technical details (like track lighting) that help contribute to the raw and authentic vibe they want to promote.

Shop window:

This is the first part of the store that a customer usually sees, it should grab attention and spark curiosity. A store window emphasises on the decoration it encompasses and **accent lighting** is the most effective way to do so. Guiding the attention of the customers to a certain point of interest shows them a product or display that may have gone unnoticed otherwise.



No matter what the brand identity you are trying to convey to your clientele, you ultimately want to tempt them towards certain products and evoke as much emotion as possible. This doesn't have to be done with large in-your-face fixtures, minimalism works just as well. Simple details tone down the other factors in the space and bring the merchandise to the forefront of the customers attention, the calming effect of wall-washing with discreet mounting methods does this very well.

Decorative:

Another type of lighting that helps portray the identity of a brand is **decorative lighting**, plus it allows you to have a bit of fun with your space.

Unique pendants create individual narratives for customers, they are usually a great talking point and can be quite memorable for some. As decorative lighting is purely ornamental, it's not for everyone. For example a string of chandeliers along the ceiling may not necessarily illuminate much, but they do a whole lot in terms of the mood of the room and the effect that has on the customer.

It's no secret that generally the brightest part of the room gets the most attention, however you can still guide customers through the store (sometimes without them even realising) with **LED strip lighting**, directing shoppers to key merchandise or specific areas of the store.



Now the retail industry can be quite fickle, seasonal changes in areas like fashion mean that the lighting must be flexible and allow for change in visual merchandising. Insert our FAZE Air Track; this fixture enables the light to be positioned and changed without tools and therefore gives you the freedom to help change the layout of your store as you wish.



FAZE
AIR
TRACK



FAZE
LED
STRIP

Don't let lighting design be an after-thought in your space, retail lighting can make or break a customers shopping experience. When the end goal is to sell your products, make sure you are aware that lighting is an essential part of that process. Have a look below at some of our previous retail projects and the products we have used to enhance the spaces that they are a part of.

Task Lighting:

Think changerooms/the checkout/ service desk etc. How many times have you found something on the rack and loved it, only to try it on in the changeroom and change your mind completely?! This can have a lot to do with the lighting! The changeroom is vital in a retail store; that's where the buying decision is ultimately made. You shouldn't have cheap down-lights that make your customers look awful, warm linear lights with good colour rendering on either side of the mirror will make a world of difference.



FAZE Pro Square

Light Source: 13W
CRI: 92
Lumen Output: 1079
Beam Angles: 36° / 60°
IP: 44
Finish: Black / White



FAZE Split

Light Source: 12W
CRI: 90
Lumen Output: 1355
Beam Angles: 35° / 52°
IP: 20
Finish: Black / White



FAZE Pip

Light Source: 12W
CRI: 92
Lumen Output: 1356
Beam Angles: 35° / 50°
IP: 20
Finish: Black / White



FAZE Vita

Light Source: 12W
CRI: 90
Lumen Output: 1038
Beam Angles: 52° / 36° / 25°
IP: 20
Finish: Black / White



FAZE Air Track

Light Source: 9W
CRI: 90
Lumen Output: 964
Beam Angles: 35° / 52°
IP: 20
Finish: Black / White



FAZE LED Strip 30

Light Source: 12W
CRI: 90
Lumen Output: 1355
Beam Angles: 35° / 52°
IP: 20
Finish: Black / White



radiantlighting