

#projects

RETAIL LIGHTING

In the retail industry, lighting design is a powerful, functional, and promoting tool which highlights the product qualities and enhances the overall spatial shopping experience.

A creative and appealing lighting concept with innovative architectural lines, shapes, materials and state-of-the-art technology augments and amplifies the retail brand's visual identity. Though nowadays, architects and lighting designers face the challenge of creating both dynamic lighting which will have a positive impact on customer experience and they are aspired to reduce retail business energy usage as a minimum requirement.

To do that, new technologies and key tools, such as LED sources of high Color Rendering Index (CRI), more efficient lenses, and integration of DALI lighting control into lighting systems, are applied. From a retailer's perspective, connected lighting systems allow to send and collect useful data such as customer footfall, dwell time, and density to better product placement decisions.

Further, BRIGHT, through its tailor-made service, provides customized lighting solutions that match each brand's aesthetic. Flexible design and material options integrate with Lighting Management System leading to energy-saving and cost-effective solutions.

Lighting can also act as a communication medium by attracting the consumer even from the first impression by pointing out each product at display windows, guiding afterwards the customers within the store, and directing them to the various merchandise sectors.



POTIS N S.S. LED



UBER 1 TR S.S. LED



PENDO 15 B ADTR



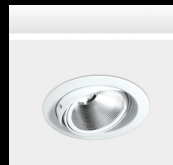
PENDO M 1R TR3 B S.S. LED



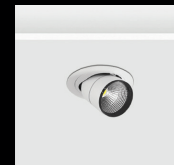
ARCUS PENDO 3 F



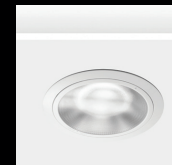
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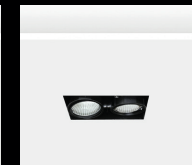
MITTO 2 S.S. LED



PENDO 8R S.S. LED



HONOR L WHITE OPTIC S.S. 210



STATUS 2F S.S. LED

