



Marks & Spencer

– lighting up an iconic retailer

The Al-Futtaim Group has a reputation for bringing premium commercial, industrial and service-orientated companies to the Middle East with big name brands such as Lexus, Volvo, IKEA and Toshiba in the company's stable.

The latest iconic brand to enter the market is the UK's Marks & Spencer; which has 15 stores in the region, with its flagship store – the largest outside the UK, located in Dubai Festival City.

Philips Lighting has partnered with Al-Futtaim to ensure the Marks & Spencer shopping experience rivals the best in the world.

PHILIPS

dynalite 

“ Philips Dyalite’s lighting control solution is integral to Marks & Spencer’s energy reduction strategy and also provides optimal light levels to complement its quality fashion products.”



Client requirements

The client specified that the lighting and control systems in the Marks & Spencer stores should provide the customer with a visually pleasing and stimulating environment as well as providing the store manager with a system that is easy to use, energy-efficient and economical.

The Philips Dyalite solution

Philips Lighting's first involvement with Marks & Spencer was to install DALI-based occupancy sensors and dimmable luminaires in the change rooms that would automatically increase in brightness when a customer was using the facility.

The lighting control system provides the visitor with an ambience conducive to trying on clothes, which fades to 30 per cent illumination when unoccupied to maximise energy savings.

The success of the installation led to the fit-out of a second set of change rooms in Marks & Spencer store in the Mall of Emirates.

Based on its success in the Deira City and Mall of Emirates stores, Philips Lighting in conjunction with Philips Dyalite, offered Marks & Spencer the opportunity to fully integrate change room and store lighting – facades, shop windows, merchandising islands, racking, counters and the sales floor – in one system in the Carrefour shopping complex store in Muscat, Oman.

Creating a winning ambience

The flexibility of the Philips Dyalite solution allows the store to vary lighting moods to suit the products or services such as softer lighting for the aisles and brighter lighting levels for service counters and registers.

A key outcome for Philips Lighting in Muscat was the ability to use the installations as a training program for Philips own installers and local contractors and dealers. By having hands-on experience, the installers were able to further their knowledge and expertise in the Philips Dyalite suite of solutions.

Philips has also secured the contract for commissioning a full lighting control system for the Marks & Spencer store in Marina Plaza in Abu Dhabi.

Products and technology used

Typical products included fixed and adjustable Fugato down lights, Magneos projectors for spot light applications, energy-efficient cove lighting and LED fixtures for accent lighting.

The lighting control system included the Philips Dynalite DALI controller, universal sensors and EnvisionProject software to manage the entire store.

A single lighting control system allows full maintenance and monitoring of each Marks & Spencer store to maximise energy savings and importantly, the customer experience.

Most of the equipment installed in the Marks & Spencer stores incorporates features and technology that support

current sensing and monitoring to accurately record energy consumption and automatically send email alerts to building owners and operators when abnormal patterns are detected.



The DALI Controller allows individual control of 192 light fittings from one unit.

Key client benefits

The Philips Dynalite solution has ensured the Marks & Spencer stores deliver intelligent and flexible lighting that can be adjusted to suit the shopping experience as well as energy savings.

The LED lighting solution helps put the spotlight on the clothing collection and create a more enticing shopping environment for customers, which adds to the bottom line results for sales.

Customers appreciate the lighting as it shows the clothing in its true colours and makes purchasing decisions easier.

As well as the energy savings, Marks & Spencer will also benefit from a reduction in maintenance costs.

Philips Dynalite has successfully tendered for further retail projects in Oman, Cairo and Abu Dhabi as well as successfully installing and commissioning luminaires and lighting management projects in several prestige supermarkets in the Lower Gulf region.

“ Philips Dynalite has helped Marks & Spencer stores across the Middle East to enhance the customer shopping experience and deliver energy savings. ”



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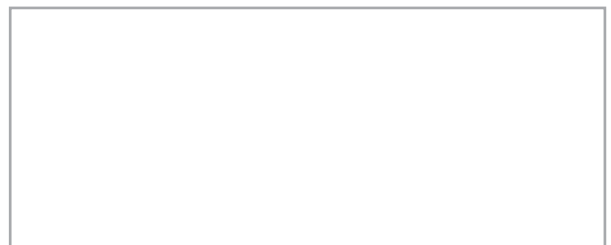
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