



**PHILIPS**

Retail lighting

MS Mode

Case Study

# Fashion with flare

**A clothing range shines at MS Mode while saving energy thanks to MASTERColour CDM Elite**





“ A fresh, bright impression, good colour rendering, and an especially favorable total cost of ownership. Our decision was based on these qualities.”

Roel Borst, Construction and Store Fitting Manager, MS Mode







### Background

MS Mode is an internationally famous fashion store. Specializing in affordable clothing ranges for women, it has 420 outlets in Europe, including 138 in the Netherlands. For its new branch in Leeuwarden, the company wanted its clothing to have a totally appealing appearance.

### Solution

For a retail giant like MS Mode, perfect presentation is vital. “The color of a garment has to look the same to our customers in artificial light as it does in daylight”, explains MS Mode’s Roel Borst. “What’s more, when fitting out our stores, we’re increasingly taking the sustainable nature of the lighting into account. We wanted a solution with optimum light quality and low-energy consumption.”

Working with lighting designer Lichtvormgevers, MS Mode found a lamp that was the perfect fit: the MASTERColour CDM-Tm Elite Mini. “We were looking for a light source in which every color in the spectrum is represented”, states Borst. “Lichtvormgevers introduced us to the CDM-Tm Elite Mini 50W, which met this first requirement and also reduced our energy bills.” Lichtvormgevers installed the Philips lamps in the store, maximizing their performance with a special air circulation system and a new reflector design.

The results of the installation dazzled everyone at MS Mode. Clothes in the store appear vibrant and attractive, just like they would in natural daylight. What’s more, the upgrade has created a pleasant shopping atmosphere that encourages customers to take their time when browsing the store. This is largely due to the optimized light spectrum of the CDM-Tm Elite Mini.

The new lighting in the Leeuwarden branch has reduced energy consumption by 35% compared to a standard CDM-T 70W installation. And to make things even better, the lamps will last one and a half times longer.

“ We’ve achieved our goal of creating better color rendering, our store in Leeuwarden is really a feast for the eyes.”

**Roel Borst, Construction and Store Fitting Manager, MS Mode**



