

The Philips logo is displayed in a white rounded rectangle on a purple background. The background of the entire top section is a photograph of the Eral 55 store window at night, with a circular LED logo in the top right corner.

Milano

Fashion Lighting

Dynamic shop window lighting makes a powerful difference

Engaging potential customers

How do you encourage passing shoppers to stop and look at your shop window, and then come into your store? In an attempt to find the answers, Eral 55, a high-end men's fashion store in Milan, conducted a five-week experiment with dynamic lighting in their shop window. Compared to static lighting, the results were impressive: an 11% increase in people stopping at the shop window and a 19% increase in the number of people entering the store.

“The shop window is the business card of the store.”

Ermanno Lazzarin, Owner Eral 55

Dynamic shop window lighting

Eral 55 owner Ermanno Lazzarin believes that “the shop window is the business card of the store,” and should always reflect the store's identity, but that “a shop window without movement is predictable; it doesn't attract the eyes of shoppers.” In line with this belief, the team regularly changes the theme as well as its content. Each redesign is preceded by the careful selection of materials, and research to find the best possible themes to reflect the store's image.

Moreover, the ultimate objective is that the content, the movements, and the colors in the shop window all work together perfectly to deliver just the right experience. Lazzarin is convinced that the right lighting can further enhance this experience. “Light is fundamental to me; I am convinced that lighting can change the scenarios.”

That belief was the starting point for the collaboration between Philips Lighting and Eral 55. With support from Politecnico di Milano, Italy's largest technical university, a test was conducted to see if dynamic lighting could strengthen the identity of the store and achieve the ultimate objective: to trigger shoppers to make them want to enter the shop.

Bring shoppers into the store

During a five-week period, both dynamic and static lighting settings were applied equally while measuring important indicators of shopping behavior. The main indicators were the number of people stopping at the shop window, and the number of people entering the store, both in relation to the amount of foot traffic on the street. In addition, shopper interviews and observations were collected to gain valuable insights into the perceived effects of the different shop window lighting settings.

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Ermanno Lazzarin, Owner Eral 55

Differentiate your store with dynamic lighting

On weekdays, dynamic lighting resulted in an 11% increase in people stopping at the shop window compared to static lighting, demonstrating that dynamic lighting can differentiate stores and attract more customers. Moreover, it was found that significantly more people went into the store on these days too, especially in the afternoons – a time of low foot traffic on the street. In fact, dynamic lighting resulted in a 19% increase in the number of people entering the store compared to static lighting.

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Ermanno Lazzarin, Owner Eral 55

Benefits of dynamic lighting



Create a positive experience

Static lighting affects how we see our surroundings. Dynamic lighting goes one step further, affecting the way we think, feel and experience the different environments.



A more dynamic shop window

The use of dynamic lighting effects in the shop window is key to catching the attention of shoppers and enticing them into the store. Philips Lighting's PerfectScene dynamic window solution uses the dimming capabilities of LED lighting combined with a dynamic control system to catch shoppers' attention.



Improved stopping power

Thanks to dynamic lighting, Eral 55 saw 11% more people stopping at the shop window during weekdays.



Increase in footfall

The right light empowers the store's identity, creating a unique shopping experience. Optimizing colors and introducing movement into the shop window resulted in a 19% increase of people entering the store.

About Eral 55

Located in one of Milan's most popular shopping areas, Eral 55 is a high-end men's fashion store that's always keen to explore innovative ways of evoking new emotions in its clients. Their customers are high profile men who aim for style in all aspects of their lives.

Fast facts

Customer:

Eral 55

Location:

Milan, Italy

Systems & products:

PerfectScene dynamic window

