

The Philips logo is displayed in a white rounded rectangle on a purple background. The word "PHILIPS" is written in a bold, blue, sans-serif font.

Dynamic Shop
Window



Dynamic shop window lighting makes a powerful difference

For 5 weeks, high-end, Milan-based men's fashion store, Eral 55, experimented with using a dynamic lighting in their window installation. What did they discover?

- Especially during weekdays, dynamic shop window lighting proved to be a powerful tool to attract and engage with shoppers. **The number of people stopping to enjoy the shop window increased by 11%.**
- Even during periodic down times during weekday afternoons, - a time of low foot traffic on the street - the application of dynamic lighting settings resulted in a **19% increase in footfall (number of people entering the store).**
- **Overall, dynamic lighting setting was evaluated more positively** than a static lighting setting by the customers who were interviewed.



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Even during periodic down times the application of dynamic lighting settings resulted in a **19% increase in footfall**”

A dynamic shop window elevates one of Milan's high end fashion stores

The effects of dynamic shop window lighting were validated at Eral 55, a high-end men's fashion store located in one of Milan's most popular shopping areas.

During a five-week research period, both dynamic and static light settings were equally applied while measuring important indicators of shopping behavior.

On weekdays, dynamic lighting resulted in an 11% increase in people stopping at the shop windows compared to static lighting - demonstrating that dynamic lighting settings can differentiate stores and attract more customers. Especially during weekdays and in the afternoon

- a time of low foot traffic on the street - the application of dynamic lighting settings resulted in a 19% increase in footfall (number of people entering the store) compared to static light settings.

Research in collaboration with:



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