

**PHILIPS**

Retail lighting

# RetailScene

Issue two The new customer journey

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## **StoreWise**

LEDs - going beyond energy efficiency

## **JosdeVries**

The new shopper's journey explored

## **Design highlights**

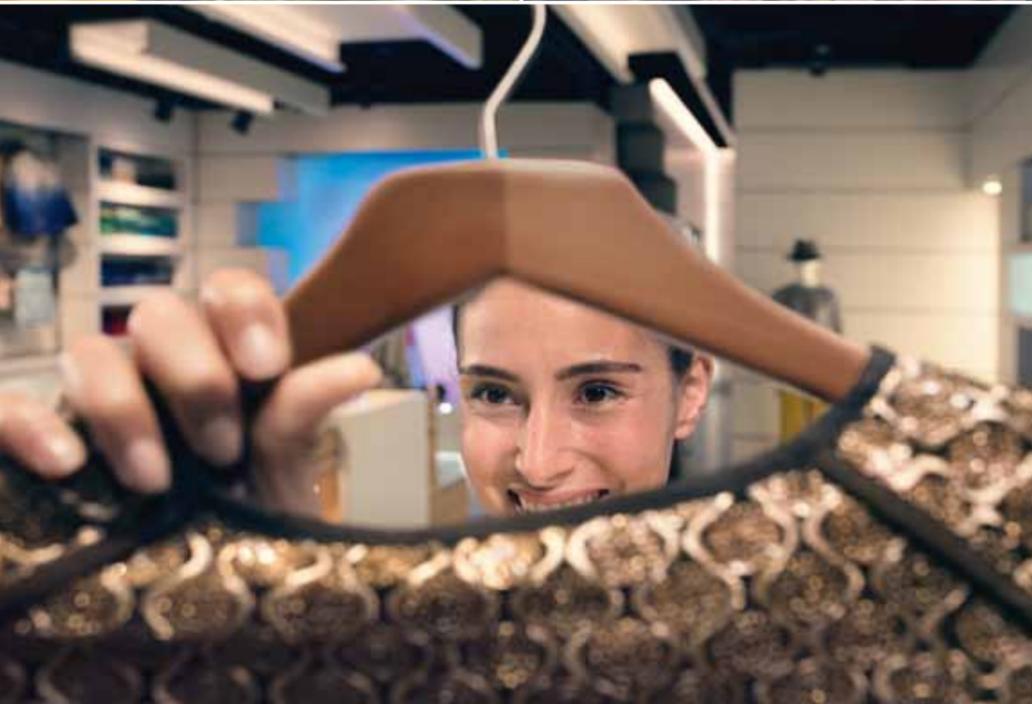
The end of 'shopping as usual'

One shop,  
**many experiences**

“

In less than 10 years, a huge revolution has taken place. Existing structures have disappeared, innovative platforms have been developed, and new players have emerged. Today, any time, any place, always online and 24/7 are essential concepts.”

JosDeVries The Retail Company, 2014 – “New customer journey” book



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## A fascinating and exciting time for retail

We now have the ability to enhance spaces in ways that were never previously imaginable. That means a more inspiring and engaging experience for shoppers and immense opportunities for stores and brands to connect with their customers imaginatively.

In this second edition of our magazine RetailScene, we're taking a look at some of the striking trends and success stories. We also examine how LED technology is playing its part in the transformation of shopping through the improvement and enhancement of experience.

Whether it's the flamboyant style of British fashion brand Ted Baker (page 46), the impact of the enticing Vegas Mall in Moscow (page 16) or the attention paid to the customer journey by designer and developer JosDeVries (page 12), retail today is clearly heading in a new direction.

Of course, there's still a strong focus on reducing operational costs and making stores more sustainable and energy efficient. But this is coupled with a new ambition to rejuvenate physical spaces and take advantage of the very latest technology.

In the new world, the online and offline channels will need to work seamlessly together, with conversations on social media driving a new kind of relationship with customers. It's an unfolding journey, in which retailers are connected with the shopper before, during and after their purchase. Our story about the Carrefour hypermarket in Lille, France (page 34) shows exactly how a hyper-accurate indoor location service allows the store to engage with customers.

Read how the latest technology using LEDs now helps shoppers find their way easily to specific products, navigate complex store layouts and receive targeted discounts at the point they're making their buying decision. Also discover how retailers, can find a clear voice and deliver a full and personalized customer experience.

We were delighted with the positive feedback we received for the first RetailScene magazine and hope that you find our second edition just as useful, intriguing and rewarding.

**Parik Chopra,**

**Global segment lead, retail and hospitality, Philips Lighting**



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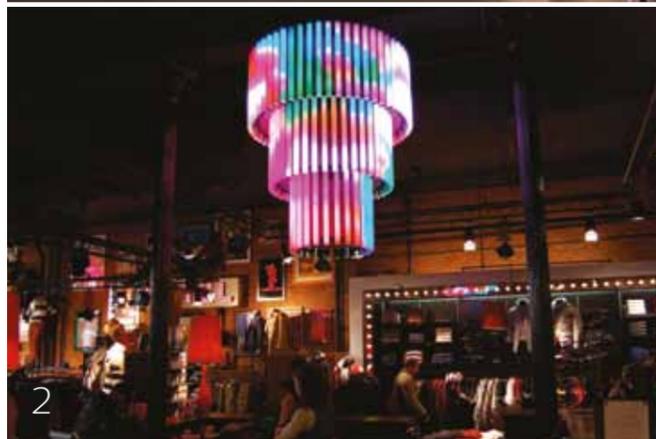
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# Shopping in a new era

## Future trends in retail

As modern consumers, we're spoiled for choice over where we shop and when. We'll happily browse online and then buy an item over our smartphone. And if we don't think it's right for us, we might choose to drop into a store on the way home from work and return it.

This 'omni-channel' world is one that every retailer has to address. The whole concept of shopping has become more dynamic and flexible in recent years. It's not just a question of online and offline. What about pop-up shops? Or stores that are based around specific events?

RetailScene has been investigating some of the key trends that are shaping the priorities of retailers and the habits of shoppers. From the 'big data' that helps to influence pricing and provides shoppers with offers and promotions, right through to the changing nature of premium and luxury markets, we have been taking the pulse of retail in key and growing markets such as the UK, US and India.



Trend  
**2**

## Good retail

Green means good in the second decade of the twenty-first century, with retailers responding to strong pressure from consumers.

Everyone wants to decrease their impact on the environment, whether it's through the reduction of waste, the use of renewables or a more intelligent approach to the consumer culture. Many retail brands are working hard to become part of this trend and involving all their stakeholders in the green agenda. There's a recognition that value can be created out of waste in what has become known as the 'circular economy'.

While governments and regulators are imposing ever-more stringent regulations, consumers are demanding transparency and making conscious decisions to help the environment.

There are numerous ways in which retailers can respond. Supermarket food waste can be used to generate power, for instance, while solar coolers can help rural retailers in the developing world to chill food and drink in places where electricity supply is limited.

## The role of lighting

With intelligent lighting systems and controls, it is possible to divide a store into zones and only use the light that is needed in any particular area at a specific time. If no people are in the vicinity, the environment can be dimmed. These systems also allow retailers to track energy usage across a store and adjust brightness depending on the amount of daylight available.



## Hyper local retail

Trend  
**1**

All kinds of factors have influenced the rise of popular 'hyper local' stores. In the recent economic downturn, people have wanted to buy fewer, but higher quality, items. At the same time, environmental awareness has increased and shoppers want access to truly seasonal fruits and vegetables, as well as specialties from their local region.

When you add into the mix the strong desire for neighborhood spirit and the preservation of traditional craft skills, you have a recipe for a whole new trend, which is giving power to small and independent retailers, as well as pop-up and event-based traders.

Community stores can reflect the very best of local farming culture, celebrate the achievements of nearby manufacturers, play host to social enterprises or reflect the unique culture and heritage of a particular area.



## The role of lighting

Through lighting, retailers are able to produce an authentic and culturally relevant ambience. It's possible to use light and color to create different scenes and environments, integrating with natural light to add a real sense of comfort and familiarity. In addition light also plays an important role in enhancing the appearance and freshness of produce such as seasonal vegetables.



Trend  
**3**

## Convergence retail

With the huge growth of online shopping, real-world retail outlets need to offer something different and special if they want to stay in the market. Visiting a store needs to be more of an experience. And if there's an opportunity to share that experience with other like minded people, so much the better.

'Convergence' is about bringing together a range of related activities and representations of the brand, so that a trip to a shop is more than just a transaction.

It's a response to consumers who are no longer loyal to one brand, but who like to shop around and 'curate' their own identity based on 'likes' and 'favorites'.

Remember, in a digital world, people still crave physical experiences – even the millennials, who have always lived their lives online. Perhaps food and fashion can combine in one space? Or maybe retail outlets can become a place for events and discussion?

## The role of lighting

Responsive and flexible lighting plays a major part in creating different atmospheres in stores and producing spaces which become multi-functional. By playing with colors and light effects, retailers can attract customers into the shopping environment and encourage them to linger while they browse the shelves. It's all part of the creation of brand theater.





Trend  
**4**

## Convenience retail

We're all time poor in the modern world. It's also true to say that we're conditioned to want everything right now. Almost anything can happen today at the click of a mouse and physical stores need to address this need for immediate gratification and convenience.

Mini-supermarkets are back in fashion, thanks to an ageing population and an increase in single households. People want to buy little and often. That's why smaller stores, such as Carrefour's Proxi network, play an important role at the heart of local communities, as they provide fresh food at a time when people are looking to buy.

### The role of lighting

Real-time delivery, speed and convenience are now the expectation of most shoppers. Modular luminaires mean that retailers have flexibility in local shops, just as much as in big supermarkets. And through adaptable LED lighting, it's possible to create a personal and intimate environment for an authentic shopping experience.



Trend  
**6**

## Nu premium retail

Exclusive doesn't have to mean expensive. Today, retailers understand that it's also about a focus on accessibility and truly personalized advice. After the economic crisis, there has been a shift from owning to using and from buying less to buying better. The role of the retailer is to act as a concierge – helping customers to achieve their desired lifestyle by making recommendations and providing consultation.

The new premium retail environment might take many different forms. Avatars allowing customers to visualize the way their look will be enhanced by clothes, jewelry or accessories, for example. Text message and email tips about fashion. Perhaps the rental of luxury catwalk items for a fraction of the price they would cost to buy.

### The role of lighting

Lighting helps to enhance 'brand theater' and create a sense of flagship presence. It also allows retailers to highlight specific products, promote a particular lifestyle aspiration or the unique identity of a leading brand. Personalized recommendations can give the customer the feeling that they are valued and rewarded.



Trend  
**7**

## Quantified retail

Constant real time data is now part of our everyday lives – and the retail environment is no exception. Intelligent tracking systems allow us to understand consumers better and predict their shopping behavior. And when you combine them with tools that provide information on staff productivity, you have a great opportunity to increase sales.

The so-called 'Internet of Things' connects up mobile devices with passive beacons in the shop, allowing us to guide consumers and send targeted messages and promotions. Individualized prices are also become a possibility through the analysis of shoppers' previous purchases and the developments of insights over what they may choose to buy in the future.



Trend  
**5**

### The role of lighting

Data is now intrinsically bound up with lighting. Real-time information can be sent directly to the customer via indoor positioning systems and the LED light network. Useful for communicating product details, discounts and maps, this data is also helpful for staff in terms of managing stock and tracking the impact of changes across the store.

## Experiential retail

Although online shopping is convenient, it's rarely memorable. That's where traditional bricks-and-mortar stores potentially have a huge advantage. It's possible to create a unique experience that will stay in people's minds. A sensorial journey that really enhances the spirit of your brand.

Simple ideas such as changing musical playlists every couple of hours can greatly enhance the sense of spontaneity and life in a store. Touchscreens for selecting products in store fronts give a whole new meaning to the term 'window shopping'. In this new experiential world, there can be a seamless blending of the virtual and the real. As a result, the divisions between online and offline are starting to disappear.



### The role of lighting

Lighting plays an important role in creating a sense of drama and theater within a store. LEDs provide retailers with an unprecedented level of control and flexibility. It's possible to experiment with different materials (including luminous textile panels) and match the lighting to different moods, seasons or promotions. In specific areas of the store, retailers are creating unique experiences, such as the ability to see a product under different light conditions in a fitting room. By altering the setting of LEDs through an interactive control panel, it is possible to imagine a dress as it would appear on a summer's day or at an evening party.





# On top of the trends

The latest innovations that are transforming retail.

It's safe to say that **'shopping as usual'** is now over.

As retailers recognize that consumers are now more choosy and discerning than ever, bolder steps are being taken all the time to make the in-store experience special. If we're to be lured away from the ease and convenience of online shopping carts, a visit to a fashion store or supermarket needs to offer added value.

LED lighting has been an important part of the revolution, as it allows retailers greater flexibility to shape perceptions of products and enhance brand experience. Increasingly though, there are other issues on the agenda.

How can we ensure that shoppers remain permanently connected in store? Can we reduce still further the size of visible infrastructure in the shop to make it less intrusive? And will we be able to deliver on our pledges to support the environment and create truly sustainable retail?

Lighting solutions are going to be at the heart of the changes, so RetailScene decided to take a look at some of the design highlights of 2015.



## Enhancing stores

Although the trend towards online shopping is likely to continue growing, there is plenty that retailers are able to do to make the **traditional store more appealing**.



## Getting connected

Clever lighting is starting to **engage shoppers through targeted messages** and promotions to smartphones. The versatility of digital LED means that it's a communication medium as well as a light.



## Reducing waste

With the environment top of everyone's agenda, light can play a big part in reducing wastage of food by helping to **minimize discoloration**.



## Delivering sustainability

Saving energy isn't just good in principle. **It delivers on the bottom line too**. Think about how long you're going to be able to use your products and when they'll need replacing.



## Embracing LEDs

Programmable LED lights are becoming more and more commonplace in stores because of their **long life, high energy efficiency and flexibility**.



## Shrinking technology

**Miniaturization** is the watchword for retailers right now. Smaller products can be integrated more efficiently and seamlessly into your store design.

## Create a sleek and serene effect

### OneSpace

Imagine a ceiling which is actually a seamless light source. That's the idea behind the Philips OneSpace technology – a product which allows architects to 'build light in' rather than add it on. The experience for shoppers is truly different, as they are amazed to find there's no visible light source above their heads.

For retailers, the advantages are huge. The sleek, minimalist aesthetic (which also avoids reflections and glare) can greatly enhance store design and brand values. OneSpace enhances acoustics in a busy shopping environment. What's more, it can be made to measure by the millimeter – up to 3m<sup>2</sup> by 10m<sup>2</sup>.

One leading fashion retailer used multiple OneSpace panels with accent lights to create the effect of a catwalk. At the same time, supermarkets are interested in the potential for creating a more relaxing check-out experience, absorbing sound in a busy store as people wait in line to be served. The simplicity of the design – with its glass-fibre fabric, high reflectors and LEDs – makes it extremely adaptable.



“The experience for shoppers is truly different, as they are amazed to find there's no visible light source above their heads.”

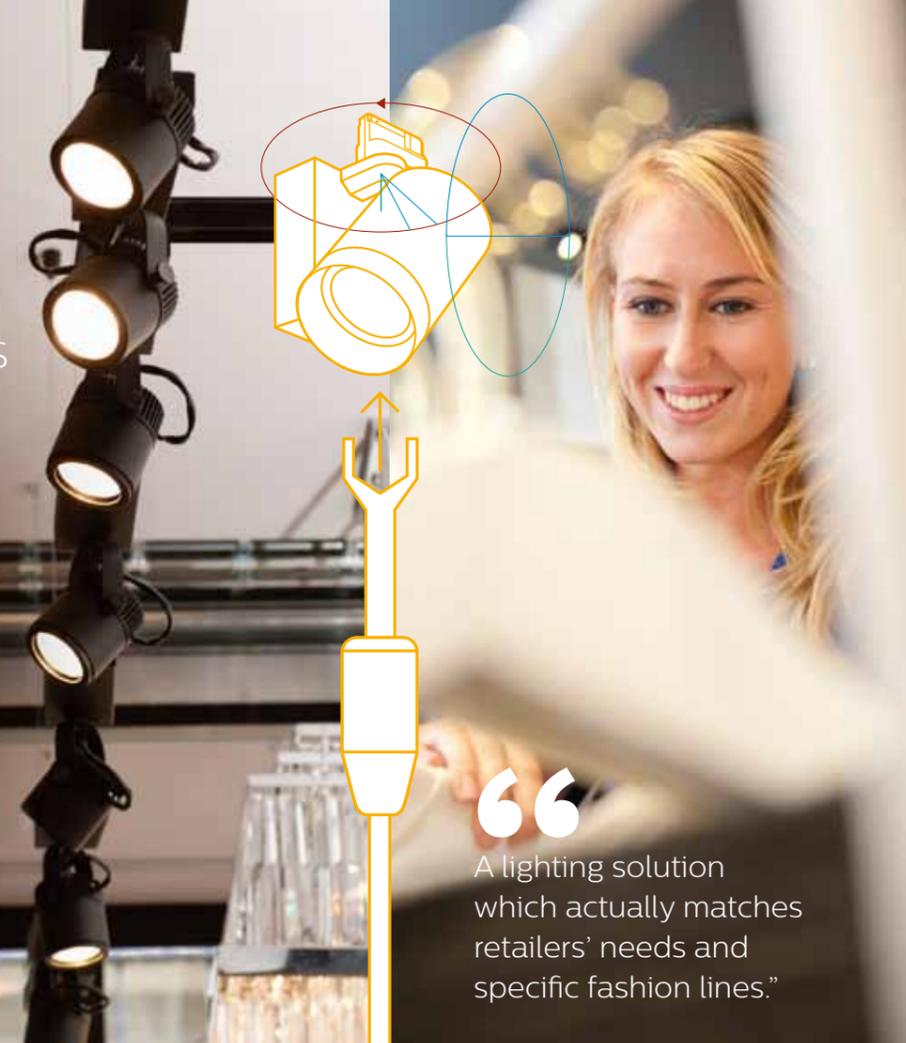


## Adapt your light to different products

### ProAir

With its minimalist, neutral design, the award-winning ProAir spot from Philips blends in with store architecture. It's part of the trend towards flexibility and collaboration – building a lighting solution which actually matches retailers' needs and specific fashion lines.

No longer are lighting choices just an issue of technical specification and cost – branding experts and visual merchandisers may be just as interested in the effect that's being created. ProAir's innovative reflector design makes the product particularly efficient and, thanks to an accessory, its direction can be adjusted easily from ground level.



“A lighting solution which actually matches retailers' needs and specific fashion lines.”

## A choice of LED flavors

### Customized light

The experience of a customer in a store is shaped by the atmosphere. And now it's possible to give that atmosphere a personalized and branded touch.

It's no longer a question of simply picking a luminaire. Retailers can now choose a particular LED 'flavor' which matches their business and helps to create a truly unique space. After all, if we're shopping in Luis Vuitton, our purchasing decisions are just as much about the brand as they are about individual products.

The new thinking in lighting technology opens up a whole world of fresh possibilities. White light, warm light or your own unique light 'signature'. The possibilities are endless. There's now more control than ever before in the hands of the retailer, which means that it's easier to engage customers through meaningful experiences.



## The brand-conscious shop windows

### Dynamic shop windows

A shop window is the first point of contact with a customer and the perfect place to express a brand identity. With dynamic lighting, retailers can stand out on a busy shopping street and draw customers inside. For extra contrast and effect, it's possible to use both narrow and extra-wide beam spots.

With research showing we only have six seconds to catch the attention of a passer-by, it's vital to make a real impact. It's only after this initial attraction that stores can think about engaging and converting customers.

New systems are scalable and can be used for multiple shop windows, as well as promotional displays.



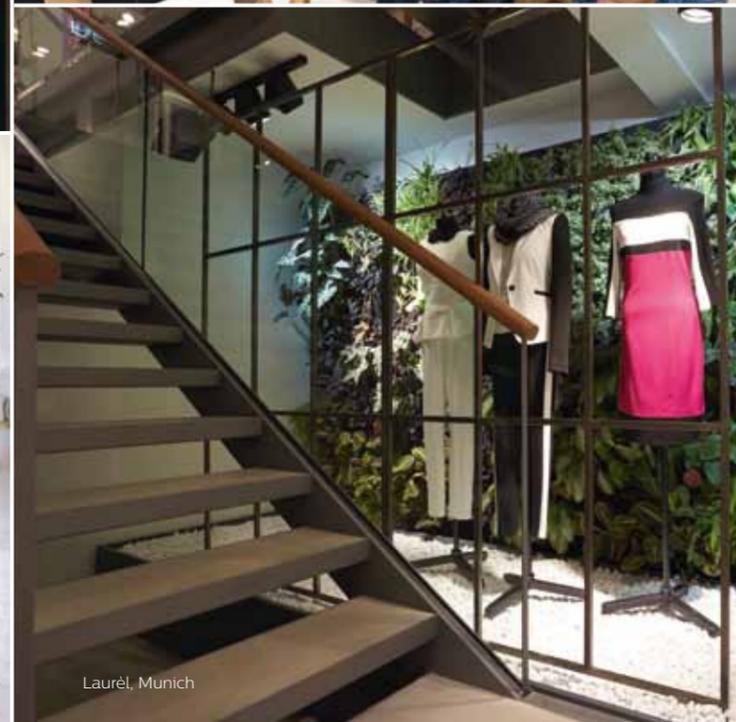
“With dynamic lighting, retailers can stand out on a busy shopping street and draw customers inside.”



Mount Oberon, Brussels



Mount Oberon, Brussels



Laurél, Munich



Bizuu, Warsaw



Christiaan Rikkers

In the past, shopping seemed very straightforward. We'd pull out of our garage, drive to a store and then drive home again with our purchase. Now, it's become a much more complex process, with multiple channels and numerous touch points between the retailer and the consumer.

RetailScene set out to investigate by talking to Christiaan Rikkers, the CEO of JosDeVries, the international agency which specializes in retail strategy, design and branding.

[www.josdevries.eu](http://www.josdevries.eu)

They used to call it the first and second moment of truth. A customer is confronted by a product on a shelf and then has to make a decision about whether they are going to buy. Often the process would just take a matter of seconds. Afterwards, we had the process of engagement. What was the customer's experience going to be? Would they come back and buy again in the future?

In his recent book, 'New customer journey', Christiaan Rikkers highlights how this kind of traditional thinking is being confined to the past. The MD and CEO of Maarssen-based strategy agency JosDeVries refers to the Google concept of the 'zero moment of truth'. This is the whole period that precedes the purchase in the store.

The idea of the customer journey isn't a new one, Rikkers told RetailScene.

"Retailers have always communicated with you before you even enter the store. In the parking lot, just as much as the restaurant and checkout area," he says.

Clearly there were always particularly critical moments, such as when the customer was in front of the product or comparing prices. "Then we had the arrival of the internet," says Rikkers. "So before entering the market place, we orientate ourselves at home. And now, with mobile, this continues while we're on the road."

“

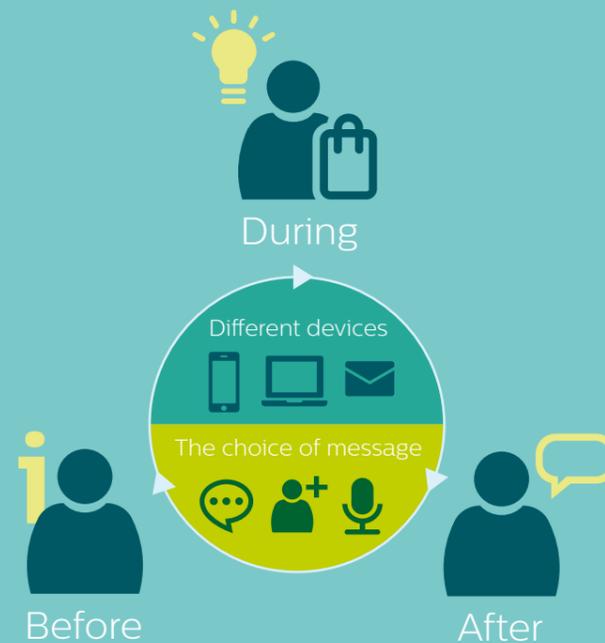
As a retailer you have to consider the use of different devices (mobile, desktop and in-store) and the messages that are communicated.”

Christiaan Rikkers, CEO of JosDeVries

## Communicating

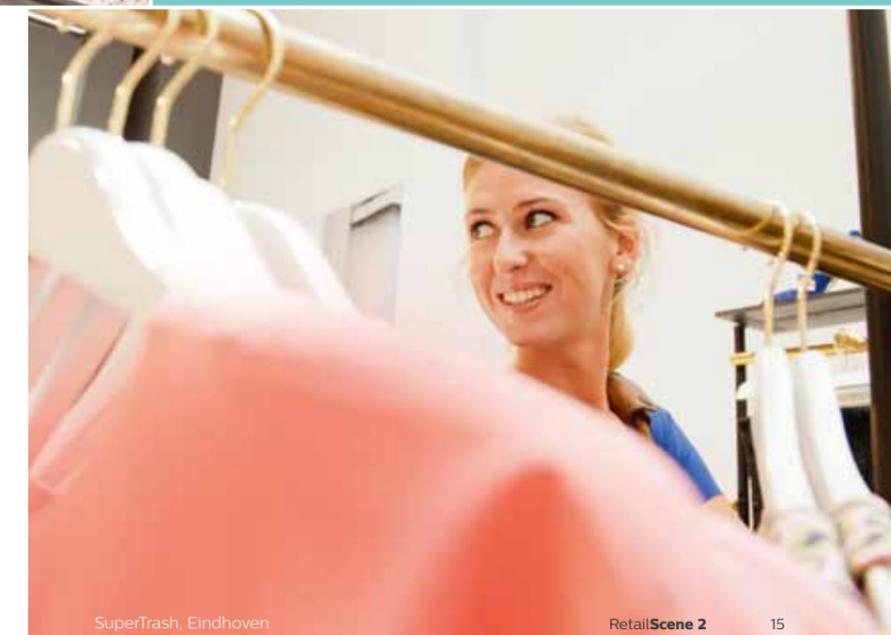
before, during and after a purchase

Rikkers argues that the future of retail will centre around a collection of different 'touch points'. Because these are situated before, during and after the purchase, retailers are faced with a number of challenges. But the process is made even more complex when you realize it's actually three dimensional, because you also have to consider the use of different devices (mobile, desktop and in-store) and the messages that are communicated.



## How should retailers respond?

"You can simplify," says Rikkers. "By which I mean better navigation and more information. But the other part is to make everything more experiential. To create inspiration or create background. Simplification on the one hand, enrichment on the other."

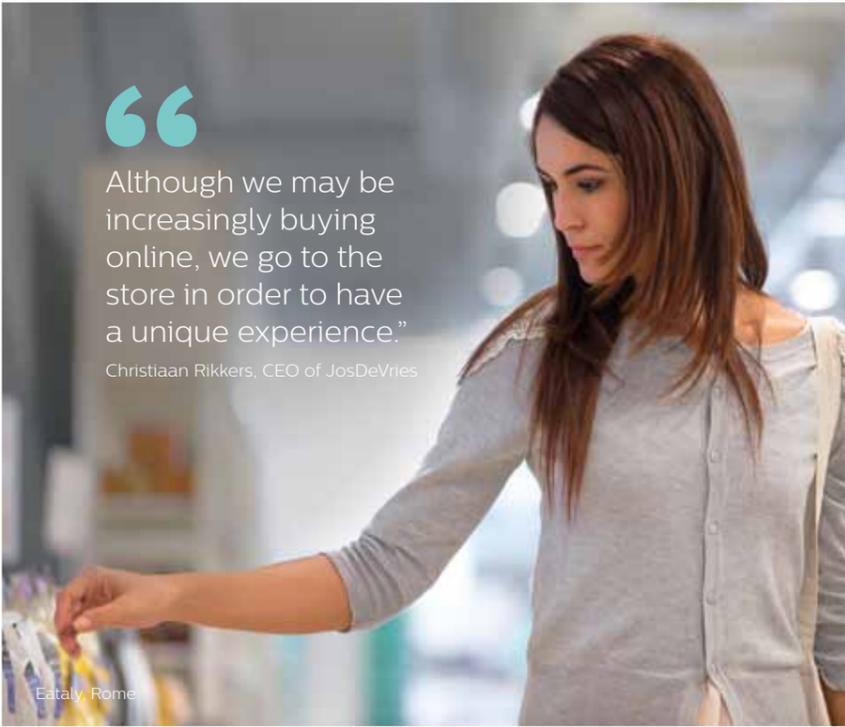


SuperTrash, Eindhoven

## Shaking up retail

The world of apps and social media is certainly one that retailers have yet to exploit to the full. In his book, Rikkers talks about the possibility of 'continuous customer stimulation' via social platforms. In his view, these online networks are places of shared consumer experiences and insights, as well the perfect medium for loyalty and reward. Retailers, meanwhile, have the opportunity to gather fascinating data while respecting shoppers' privacy.

With the recent expansion in new technology and mobile apps, it's now possible to provide a service to customers and stay connected with them even when they're not in a physical shop. A push notification on your phone might tell you, for instance, that a sale is now on or a new collection has arrived in store. Rikkers gives the example of the Jumbo 'Recipe Shaker' app. You put in the ingredients you've purchased or are planning to purchase, you shake your smart phone and it comes up with a suggested meal.



“Although we may be increasingly buying online, we go to the store in order to have a unique experience.”

Christiaan Rikkers, CEO of JosDeVries

Eataly, Rome



Westside, Bern



Westside, Bern



Eataly, Rome

The customer journey needs to be a seamless process though, across many platforms, channels and touch points. We discuss the analogy of an editorial team on a magazine, pulling together to create the overall experience.

“It's about story lines,” Rikkers says. “You must have a really clear story line about your brand. But if you have an in-store department, a marketing department, an IT department and so on, it's hard for the bigger retailers to bring everything together as one story. These departments have to sit together and create the total customer journey.”

## Transformation at Westside

JosDeVries has been working closely with the Westside center on the outskirts of Bern, which was the largest construction site in Switzerland when building work started a decade ago.

“We entered the project when it was five years old,” says Rikkers. “Westside became a creative meeting point – a place where you could go the swimming pool, the cinema, go shopping and experience the gastronomy. You go there for the day, not just three or four hours.”

Certainly, the brand experience and sense of journey is illustrated very clearly by the work undertaken in Bern. The mall's color gradient – based around crystals of white light entering three atriums and dissolving into a number of different hues – enables people to navigate the building intuitively. In effect, each area has its own distinct color scheme, which is reflected through the materials of the interior and also mirrored on the center's website and the mobile app that shoppers are encouraged to download.

So although we may be increasingly buying online, we go to the store in order to have a unique experience. And the use of apps and data may well end up being the 'fourth dimension' of the customer journey. Guiding us around the store, providing new insights into products and delivering a seamless message from home to purchase and beyond.



### 1. Functional shopper

The functional shopper needs something immediately and has made a decision about the product and brand. They are not looking for extra information.

At French hypermarket Carrefour, a customer's phone is connected to an indoor positioning system through the LED light network. This helps to guide them directly to the product on their shopping list more quickly and efficiently.



## Three types of shopper

Simplification and enrichment are key themes of Rikkers' advice to retailers, but he makes the point that it's important to remember that each shopper is different. In his book 'New customer journey', he identifies three broad types of consumer.

“The customer's profile determines the road they travel in the buying process,” argues Rikkers. “It is therefore important to make clear choices regarding target audiences and customer needs to properly support the customers in the buying process.”

### 2. Confirmation shopper

The confirmation shopper, on the other hand, has a broad idea of what they want, but are still looking for suggestions and seeking confirmation.

Dutch supermarket chain Jumbo uses an app which suggests meals based on ingredients selected by the shopper. It can then point people to likely purchases and help them confirm their shopping decisions.



### 3. Fun shopper

The third category is the fun shopper. They are hoping for inspiration and ideas and see the expedition to the store as a recreational experience. Retailers need to press the button that sends them into 'buying mode'.

British fashion retailer Ted Baker encourages customers to stay longer and spend time exploring the store by enticing them with a subtle use of light and music.

# The magic of the mall

Malls tend to be places in which shoppers are quite happy to immerse themselves. Not just for half an hour, but for half a day or maybe even longer. It's a unique and almost timeless environment in which 'retail therapy' rules. But the experience of consumers needs to be truly impressive if they are going to linger or decide on a return visit.



Poznań City Center, Poland



## Recreating the magic of New York... in Moscow

of New York... in Moscow

VEGAS Crocus City is a 285,000 sq m shopping mall and entertainment complex in Moscow, Russia, which boasts a vibrant, polychromatic façade, mirroring the iconic digital billboards of Times Square in New York City.

"We aimed to build a shopping mall which would not have an equivalent in Russia," said Emin Agalarov, vice-president of Crocus City Group. "The media façade and lighting decoration to resemble Times Square reveal remarking opportunities for commercial application and for guests' entertainment."

The façade is not only eye-catching, but it also enables the mall to become an attractive advertising space for top brands. This income generation makes it possible to achieve a return on investment in under two years. Enhancing the experience even further, the Philips Color Kinetics nodes have the ability to display 16 million different colors, making all content shared on the façade as appealing and enticing to the human eye as possible. The system is also extremely energy efficient and user friendly.



VEGAS Crocus City, Moscow, Russia



VEGAS Crocus City, Moscow, Russia



Running costs have been reduced by £34,000 each year and CO<sub>2</sub> emissions cut by over 250 tons."

Tim Walley, Managing Director of the Bullring

Competition is, of course, intense. Mall owners want to attract premium retailers in a very fast-changing market place. In turn, the retailers occupying space in the malls know just how important lighting can be as a differentiator for customers. Increased dwell times lead to increased spending, after all.

Making a shopping trip memorable goes way beyond the stores themselves. Consumers want comfortable places to eat and drink and are looking for opportunities for entertainment and engagement. Marina Bay in Singapore is an excellent example of a completely new breed of mall, where it's even possible for shoppers to take a gondola ride between stores.

In Bern, Switzerland, the Westside center is positioned as a true leisure experience with a hotel, swimming pool and a range of gastronomic treats for visitors. Christiaan Rikkers, the CEO and Creative Director of the JosDeVries retail strategy and design agency, tells us that it's designed as a location for people to spend a full day. It is also intricately connected with the online world that shoppers now inhabit.

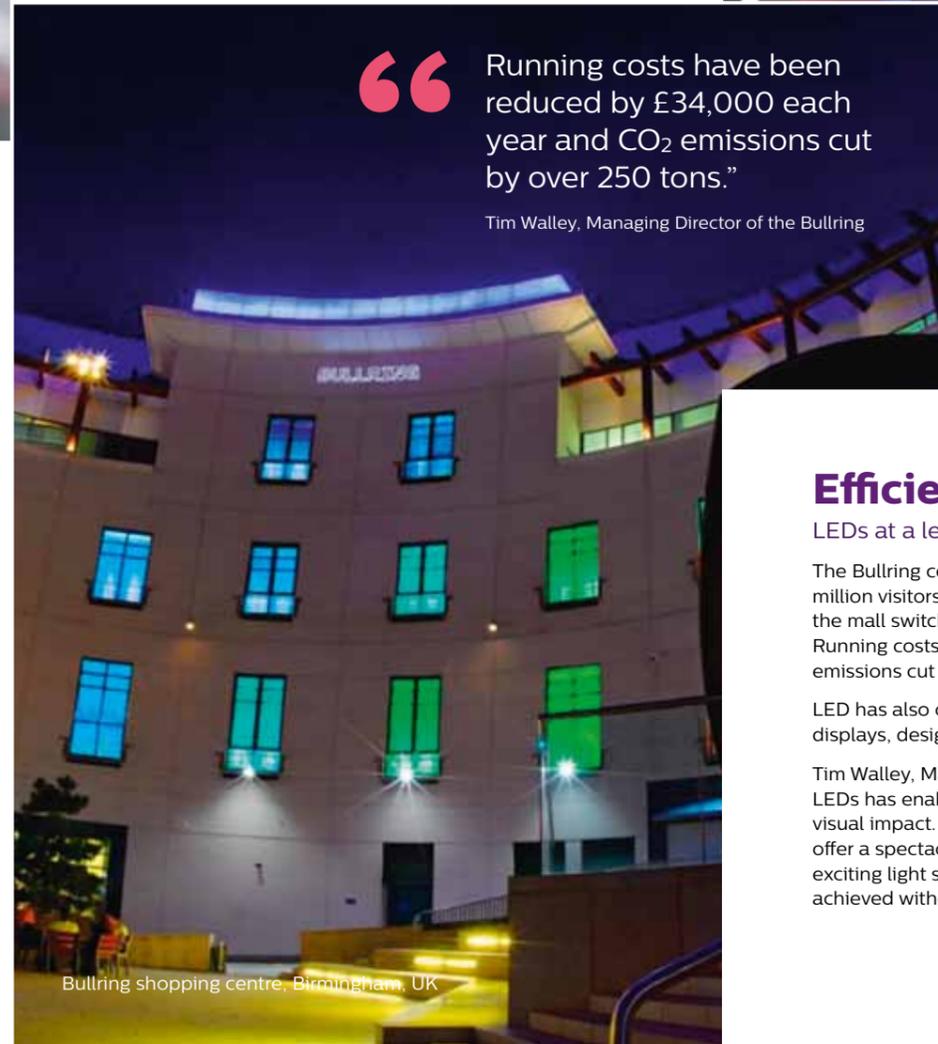
"Customer-journey thinking is done a lot via on-line advertising," says Rikkers, "so we really pushed it there. We introduced an app, educated the mall staff about it and sent communications via social media."

Traditionally, shopping started in the garage at home, when the ignition key turned and a consumer drove to their local mall and back. Now, the dynamic has changed profoundly. The consideration of products begins on the internet and this digital connection runs through the whole shopping experience.

Malls are looking at the trends and staying ahead of the curve. This means actively 'future proofing' themselves as places people want to visit, experience and spend time. But energy reduction and sustainability are critically important too, which points specifically to LED technology. The lights require minimal maintenance, last a long time and use much less energy than conventional light sources. They can also be dimmed and controlled, which helps create significant additional savings.

Among the many advantages of LEDs in a large-scale environment like a mall is that the lights require minimal maintenance, last a long time and use much less energy than conventional light sources. They can also be dimmed and controlled, which helps create significant additional savings.

At RetailScene, we decided to look at some of these big themes through a tour of innovative and impressive malls. It's a journey that takes us from the UK across Germany to Russia.



Bullring shopping centre, Birmingham, UK



Bullring shopping center, Birmingham, UK

## Efficient and eye-catching

LEDs at a leading British mall

The Bullring center in Birmingham, England attracts some 40 million visitors every year. Five years after a major renovation, the mall switched to state-of-the-art LED lighting from Philips. Running costs have been reduced by £34,000 each year and CO<sub>2</sub> emissions cut by over 250 tons.

LED has also opened up new possibilities for eye-catching displays, designed to attract shoppers.

Tim Walley, Managing Director of the Bullring, says: "Selecting LEDs has enabled us to enhance the Bullring's aesthetics and visual impact. In addition to the excellent retail mix, we can now offer a spectacular night time vibrancy brought about by the exciting light shows that we can create – and all this has been achieved without compromise to our environmental responsibility."

Inspired by the motto: **‘favorite meeting places’.**



Centrum Galerie shopping mall, Dresden, Germany



Centrum Galerie shopping mall, Dresden, Germany



Centrum Galerie shopping mall, Dresden, Germany

## A unique ambience

through textiles

The world's largest installation of luminous textiles has been making a big impact at the three-story Centrum Galerie shopping centre in Dresden, Germany, which is one of Europe's finest malls, inspired by the motto 'favorite meeting places'.

Multi-colored LED modules are integrated within acoustic textile panels to showcase dynamic content and create a unique ambience. They are also used to soften sound. The visual effects make for a superior shopping experience and created a vivid splash of color during a recent Valentine's Day event.

## Harvesting daylight

and creating distinctive zones

London's Westfield shopping center boasts more than 280 retail outlets and 50 cafes and restaurants. Its environment is enhanced by advanced automated lighting control and energy management. So-called 'daylight harvesting' (the dimming of artificial light when natural light is available) has helped save money, as well as energy. The system even incorporates a trouble-shooting tool which can alert operators to faults and help streamline maintenance.

By making use of a combination of different light sources, staff can create different scenes to tailor the appearance and feel of various retail zones. The ambience can also be adapted for special occasions, such as Christmas.



Westfield, London, UK



Westfield, London, UK



The Fragrance Lab by The Future Laboratory, Campaign and Civaudan for Selfridges, London

A taste of **tomorrow**

Evropeisky Mall, Moscow, Russia



Evropeisky Mall, Moscow, Russia



## Color creates

a dynamic experience for shoppers

Evropeisky in Moscow ranked as the busiest shopping center in the world, in terms of traffic. Nevertheless, competition was starting to have an impact on visitor numbers. To ensure the mall's top status for the future, its owners looked for new and inspirational ideas.

Through the use of Philips Color Kinetics technology, Evropeisky's façade is lit up with distinctive multimedia content and graphics. Dynamic media content on building façades can increase the likelihood of impulse purchases and can be a useful tool for attracting visitors. The new Connected LED lighting system from Philips allows Evropeisky to maintain its consumer appeal, while reducing energy consumption by 80% compared to conventional lighting.

Jo Tulej is one person who can genuinely claim to be years ahead of her contemporaries.

The art director and researcher works for The Future Laboratory, a world-leader in inspiring and future-proofing organizations through a unique blend of trend forecasting, consumer insight, brand strategy and innovation.

Every aspect of retail comes under the scrutiny of The Future Laboratory, with the team working across a whole range of different sectors, including food, drink, beauty, packaging and digital. The research is both qualitative and quantitative, helping to give a truly rounded picture.

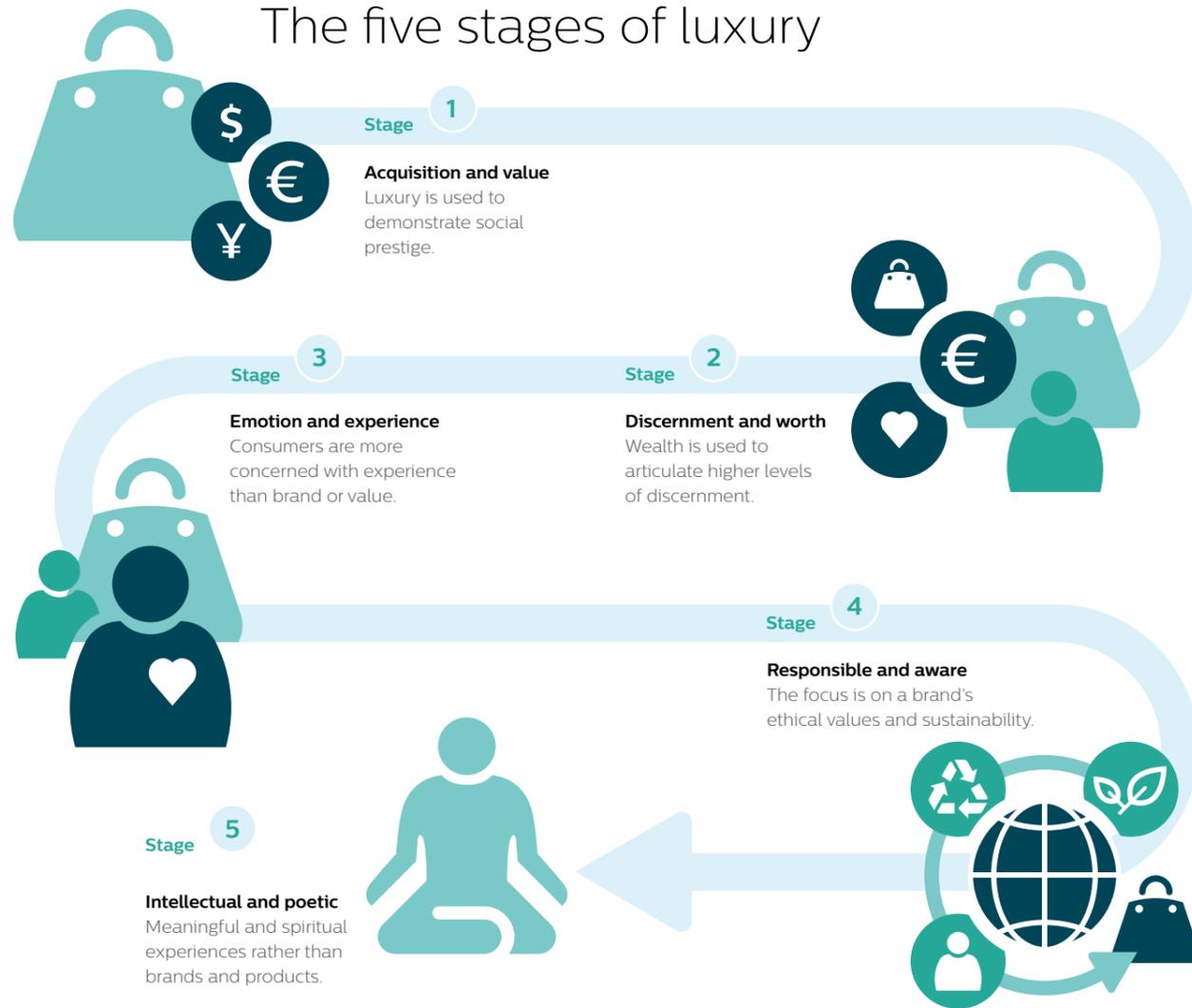
"We look at what's happening in all these sectors," reveals Tulej, "to see how they are influencing each other and what knowledge they can share. We're also focused on macro trends, cultural shifts and consumer insights." It's this kind of joined-up thinking – facts and statistics, combined with visual interpretation – that make The Future Laboratory the first port of call for many leading brands. RetailScene asked Tulej to give our readers a snapshot of the latest thinking on a number of key themes.

### How is the retail market today in your opinion?

"There are signs of improvement in retail. We're in 'recovery mode'. The environment in Western Europe is one of cautious optimism and retail volume growth. Things are positive and steady."

>

# The five stages of luxury



different ways. We worked with Selfridges and Givaudin to research how you can distill a sense of character through fragrance. Imagine a pop-up in a huge, iconic department store. Visitors entered a kind of Willy Wonkaesque laboratory with amazing lights and glass walls.”

“When a customer entered the space, they were asked to fill in a highly visual questionnaire on iPads. They then put on a head set and were led through a series of immersive installations – opening drawers and picking up objects and so on. An actor wearing a lab coat then asked them questions about their experience and explained the fragrance that had been selected for them, based on a generated code.”

**We're guessing that investment in technology is essential?**

“Yes, it's important to experiment and test. But brands should focus on what they're trying to achieve first. Tech can be wonderful, but it can also get in the way of experiences. The best user experiences improve people's lives and solve problems efficiently.”

“When brands invest in infrastructure to offer great services, we call it 'whole-chain thinking'. A good example is Shoes of Prey's collaboration with Nordstrom. Customers design their shoes in store – the style, color, material etc – and they are delivered within two weeks because the Shoes of Prey own its own factories in China. This is called vertical integration.”

**You've also talked about 'Faction Marketing'. What exactly does this mean?**

“Faction marketing is a blending of fact and fiction. Brands can create an instant heritage, for instance, by creating playful back stories. Of course, consumers are perceptive, are looking for authenticity and can spot a bogus story, but they don't mind if it's steeped in truth or authentic in some way.”

**Is food going back to being more authentic, then?**

“Both food and fashion are stripping away the stuff that's unnecessary. We all feel guilty about packaging and 2 for 1 deals and worry about what we're doing to the environment.”

“In fast fashion, all our senses are bombarded with multi-sensory design, but there's actually no need to over-stimulate people. Germina food store in Mexico City, for example, has stripped away any unnecessary design and kept a market feel. It has minimal, warm colors and provides a very human experience. The Australian business Aesop changes the character of its shops to reflect where it's located.”

**What role does lighting play in the new world of retail?**

“The Diesel store in Rome embraced digital projections involving moving abstract shapes that could be influenced by tweeting, for its POSTroma project. It was conceptual and shows the possibility presented by flexible spaces.”

“Light and visuals can change people's state of mind and open them up to new ideas and emotions. At the Meditation Nightclub pop-up in Las Vegas, visitors wore an EEG headset to monitor their brainwaves, which were translated into projections on the wall. Other brands are experimenting with this idea of 'hacking' into people's consciousness.”

**And what else do you predict for the future?**

“Brands will be content curators and have a voice across different channels, even if they just have a bricks-and-mortar store. They will hold conversations on Instagram and Facebook and Pinterest to drive traffic and sales. They will challenge people's thinking and establish themselves as thought leaders. And then there's the environmental challenge. Exciting brands like Zadie only sell products that can be traced from beginning to end, so consumers can find out about the provenance of a product and how ethical a brand is. Luxury group Kering is investing in research in to fibre-recycling technology.”

## How can high-street stores compete with online retailers?

“70% of people walk into stores and leave without making a purchase, so it's always been a tricky environment. The challenge today is to keep consumers in-store and engage with them emotionally. Digital retailers can completely redesign their space very quickly and without constraints. It's much more difficult for stores.”

“In the future, the more successful stores will touch all your senses and offer experiences. Not just light and sound, but also activities to immerse consumers in the lifestyle aspect of the brand and broaden their minds. Nike training hubs, for instance, actually do exercise classes in store. It's about being savvy and experimental.”

“Surprisingly though, millennials are still doing 81%\* of their retail spending in stores. There's instant gratification from inspecting a product and checking its quality.”

## Some online retailers are experimenting with bricks-and-mortar now. Why do you think this is?

“Replicating a physical environment online can extend the customer experience. You can see online retailers using virtual reality to give people the experience of walking through the shop. There's endless scope with digital design.”

“We use the term Phy-gital to describe the merging of the physical and digital. This blurring of the lines is one of the most important trends of recent years and is not going to go away. Physical space gives a test bed for new tech and apps. What's more, brands are able to monitor behavior.”

## Tell us about your 'luxury matrix' concept...

“The luxury matrix is all about understanding consumer motivations and how they are spending their money. It describes what we call the five stages of luxury.”

“Stage one on the graph is related to acquisition and wealth – consumers showing off a brand that people will recognize. You could say that this is where the money is. A few years ago, we might have said that stage one reflected the tastes of the emerging middle classes in the so-called BRIC countries of Brazil, Russia, India and China, although this is something that has started to evolve fast. People are demonstrating the traits we see in other stages of the matrix, looking for home-grown brands and preferring to spend on experiences over products.”

“After stage one, we observe a number of additional stages: discernment and worth; emotion and experience; responsibility and awareness; and finally, intellectual, poetic and perhaps even spiritual experiences. This is the idea that there could be more value in an experience, than in buying 20 luxury handbags. The Selfridges 'No Noise' campaign was a good example of this, as it stripped away unnecessary information and gave people a moment to pause.”

## What are the trends in multi-sensory experiences?

“Retail has been making use of scents for many years. Think of how we've baked bread in store to demonstrate its freshness, for instance. But everything is increasingly getting more sophisticated. Alcohol brands are using scent to take people on an immersive journey through different rooms, for instance. Retailers are trying to touch our senses in



The Fragrance Lab by The Future Laboratory, Campaign and Givaudan for Selfridges, London

“The challenge today is to keep consumers in-store and engage with them emotionally.”



Portrait photography by Vanessa Champion

# A full tank of data

## Food safety

Food safety is another important area, as it's long been recognized that convenience grocery shopping is an important part of the economic equation in any successful store. We're very likely, after all, to pick up a sandwich for €3 or €4 or grab a cappuccino when we fill up our tank.

Traditionally, there's been a lot of form-filling to comply with health and safety regulations. But manual checking of, say, temperatures in chilled or heated cabinets is time consuming and may inevitably involve a degree of human error. The Teletrol system is digitalizing the process.

According to Adrienne Koks, Retail Operations Excellence manager at BP:

**"Food safety is very important. And throwing food away is just wasteful, when – for example – we find that items on the chiller shelves are not cooled sufficiently."**

With Teletrol, there is an automatic warning system, so when a temperature changes, we can immediately take the right corrective actions."

Ton van Nunen is particularly excited about the difference real-time data makes. "In comparison to the old situation, which involved generating all of the data at different positions, manually in many cases, the data is now available from a single digital source. This gives us an up-to-date overview at any time of the day and ensures we are always completely in control."

“

The management system gives BP complete control of **lighting, heating, ventilation, air conditioning, cooling** and the associated power consumption.”

Jan Poot, International Key Account Manager at Philips

Petrol forecourts and their associated stores are potentially big users of energy. Cooling, heating, lighting and the operation of pumps all require electricity of course. But thanks to an innovative new technology called Teletrol, it's possible to monitor consumption, make real inroads into bills and keep a watchful eye on food safety.

BP has always focused on doing business in a safe, responsible and sustainable way. The global energy giant is determined to create retail management systems that lower energy use and maintenance costs, improve food safety management and increase productivity. The solution has come in the form of a customized, real-time reporting system called Teletrol, which keeps track of kW output and temperature.

"A petrol station uses power in many different places, explains Ton van Nunen, BP's Asset Business Development Manager. 'What's more, various items of equipment are installed in and around the facility, such as in the kitchen and the petrol pumps themselves. All of them need to be monitored and managed continuously in order to guarantee safety and quality."

### Energy saving and proactive maintenance

To appreciate the significance of a system such as Teletrol, it's worth remembering that a one degree reduction in temperature in a gas station environment might produce 5% energy savings on heating, ventilation and aircon over the course of a year. With energy-efficient fixtures, as well as controls on the complete lighting system that reduce illumination when no one is around, savings of 40% are possible. But reduction in carbon footprint isn't the only benefit.

With Teletrol, BP is able to monitor the site environment in real time and get advance warning of any possible failure of components or parts. Instead of being reactive, the maintenance process can become planned and proactive, helping to reduce operational costs and making staff more productive. Philips can crunch the data to produce concrete and actionable results.

## Teletrol – providing actionable data

The system works through the collation of data from sensors and meters and allows for:

- Production of accurate, reliable and more frequent reports with actionable data
- Precise logging of temperature every 15 minutes in food environments
- More control over food safety process, lower food spoilage and waste, as well as quick and paperless administration
- Setting of KPIs and the ability to proactively make improvements in energy consumption
- Planning of preventative maintenance based on data from reports
- A return on investment, through savings, within two to three years





# The **grande** tour

RetailScene goes for an inspirational and magical trip around Milan's fashion stores.

Milan is truly the world capital for the fashion business. Not only is it home to one of the big four fashion weeks, but also the Marangoni Fashion School and luxury brands such as Prada and Gucci. If fashion is a religion in this northern Italian city, its cathedral is La Galleria Vittorio Emanuele II – one of the world's oldest shopping malls, built in 1886. Innovation continues right in to the present. Today's shops have become places where the consumer's experience is just as important as buying the latest must-have fashions.

>



# Meraviglioso Milano



The internet has completely revolutionized the world of fashion retail, so the “bricks-and-mortar” shop has had to evolve from a place simply to buy clothes into a modern day cabinet of curiosities. It’s somewhere you can enjoy contemporary art, relax with a book and play. All brought to life by a little light and magic.

Andrea Bertagnolio’s company Milano Retail Tour acts as a guide to the ever-changing world of retail. For the past four years, the business has been creating tours that allow customers to discover trends and innovations through exploration.

“What we do here in Milan is take people around to see how retailers attract trend setters,” says Bertagnolio. “We continuously monitor trends globally – we have ‘urban watchers’ around the world, we have a Trend Director here in Milano.”



## A tour of Milan with a difference

Bertagnolio believes that for the fashion retail sector, there is no better city to study the trends.

“A 2011 TripAdvisor survey rated Milan’s inhabitants as the most ‘on trend’ globally in terms of their fashion dress sense,” he reveals. “Maybe you could call us fashion victims!”

Chiara Meschia from Philips Lighting, who is based in Milan, has been involved in the retail tours too and recently took a group of specially-invited guests on a shopping expedition with a difference.

“It was a pilot project for us,” she says. “The goal was to analyze the brands which currently have flagship stores in Milan, but we wanted to do something different to engage existing and potential customers too.”

Like any good day in Milan, this event revolved around food and shopping, starting with breakfast at the unique Nonostante Marras. This concept store and project space explores design and art beyond the classic seasonal collections.

Guests were escorted around Milan in small groups so they could take in the different shop environments. It was a journey of extremes, which took them from the Matrix-like world of the Pinko Hybrid Shop to a fun-park experience at Space 23 and the glittering excesses of the Dolce & Gabbana gold bar.

To better understand the trends and ideas behind the different stores’ lighting, Bertagnolio and his team have created a conceptual framework to illustrate what is going on in terms of design and function. “We created a matrix of different lighting types – Natural, Artificial, Functional and Wow Effect,” he says. “This matrix is something we brainstormed for Philips Lighting – we looked at the qualitative side, emotions, because this is what drives consumers.”

“Our guests were mainly architects and lighting designers,” says Meschia. “We didn’t actually create all of the lighting used in the various stores on our tour – but this wasn’t a problem at all for those who joined us”.

## The journey explored the four ‘polarities’ of lighting across the shopping district of Milan

— effectively four distinct perspectives on an axis (see overleaf). Some spaces were predominantly one polarity or another, such as Pinko who created the ‘Oculus’ – a colored, animated light installation created by a renowned artist which is said to induce a state of ‘chromatic hypnosis’.

Natural

### Nonostante Marras

Hidden away in Milan and only known to aficionados, Nonostante Marras mixes the ‘Natural’ and the ‘Wow-Effect’ Polarities. As well as buying clothes and vintage furniture, visitors can also pass the time by sipping tea and reading a book. Natural light predominates and contributes to a ‘time-warp’ effect.

### Dsquared

Dsquared in via Verri also takes a little from the world of ‘Wow’ and mixes it with the ‘Natural’ polarity in a similar way to Nonostante Marras. The brand uses natural daylight focused around the sky and successfully brings the outdoors into the store. Deus Ex Machina, on the other hand, takes naturalistic lighting into a new direction again with its esthetic of vintage Americana. Its authentic lighting sources tell you the story of the space.

Functional

### &Other Stories

&Other Stories sits within the ‘Functional’ polarity, to create the sort of industrial space that is often used for fashion runways. The bright lighting and shop layout recreates the ‘ordered disorder’ found back stage at a show. Despite the utilitarian chic, there is a sense of being able to discover the unusual and the personal.

### Duvetica

Duvetica with its polished concrete floors reminiscent of white cube art galleries mixes the ‘Artificial’ and the ‘Functional’ to create a hi-tech/hi-art feel.

four  
polarities  
of the matrix

Wow-effect

### Stuart Weizman

The Zara Hadid designed display units and dramatic lighting at Stuart Weizman certainly resides within the ‘Wow Effect’ polarity, commanding the viewer’s attention.

### Pinko Hybrid Shop

Pinko Hybrid Shop takes a little from the ‘Wow Effect’ and a lot from the ‘Artificial’ polarity with its dark rooms filled with screens which scroll long columns of Matrix-inspired data. They are juxtaposed with e-commerce touch screens, blending the worlds of a bricks-and-mortar shop with the new online frontier.

Artificial

# Lighting from every angle – the four key polarities



“

It's absolutely 'on the battlefield' that you can find inspiration and feel part of a retailer's fantastic world.”

Milano Retail Tour delegate

© Krasnevsky | Dreamstime.com - Luxury Shopping Street In Padova, Italy Photo

## Natural

'Natural' lighting can come from available daylight, connecting the outside environment to the interior space, or it can be about lighting that gives a feeling of authenticity to the shop design. Visitors can experience a sense of solidity and realness in the environment. Nothing disturbs the eye and everything is harmonious and believable. This creates a more personal and intimate experience.

## Functional

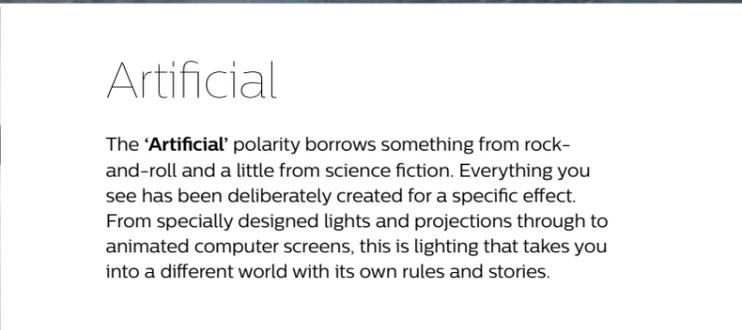
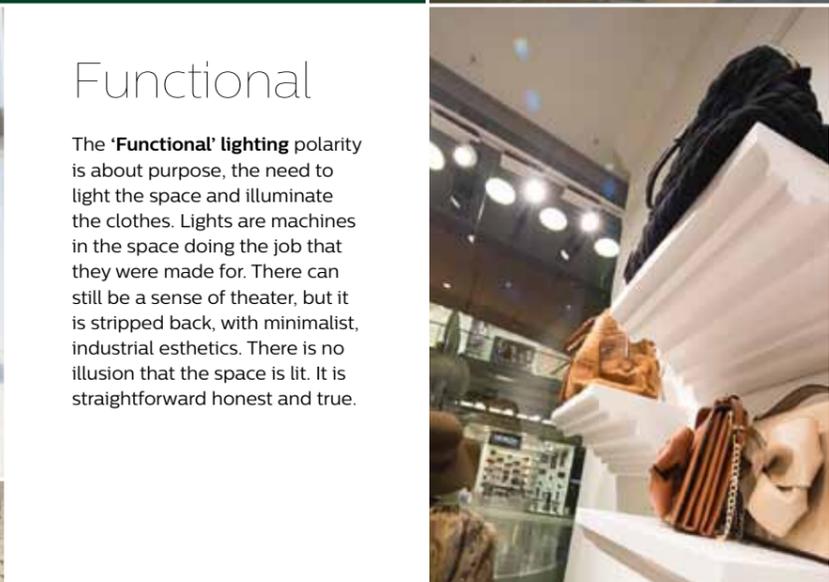
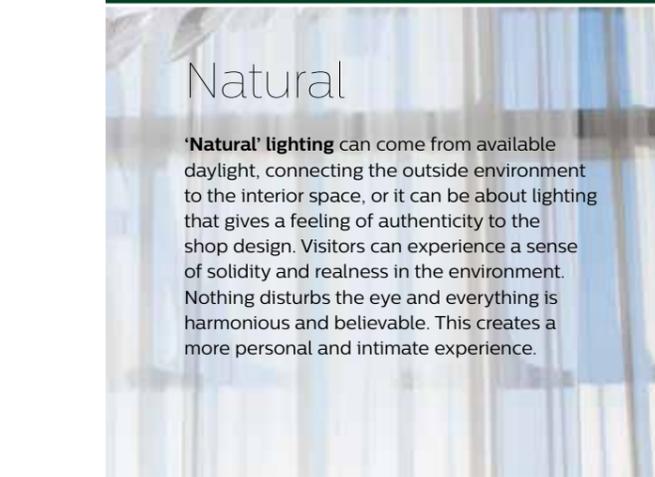
The 'Functional' lighting polarity is about purpose, the need to light the space and illuminate the clothes. Lights are machines in the space doing the job that they were made for. There can still be a sense of theater, but it is stripped back, with minimalist, industrial esthetics. There is no illusion that the space is lit. It is straightforward honest and true.

## Artificial

The 'Artificial' polarity borrows something from rock-and-roll and a little from science fiction. Everything you see has been deliberately created for a specific effect. From specially designed lights and projections through to animated computer screens, this is lighting that takes you into a different world with its own rules and stories.

## Wow-Effect

The 'Wow-Effect' polarity is light as high drama to excite and surprise. It can be a work of art itself such as a sculpture that hypnotizes the senses or accented lights that draw the viewers' attention to an unexpected detail. It's about creating magic, a work of visual theater which delivers real impact. It provides wonderful memories that people carry with them and tell their friends about.





# Word on the street

Want to know what shoppers think? Ask them. RetailScene visited London's Carnaby Street to find out more about Londoners' retail habits.



Richard, 30

“ I really want to see more smaller chains – smaller companies being given an opportunity.”

**Online or in-store?**  
I've shopped online more recently, in the last year or so. But I prefer to go in to the stores and try the clothes on and make sure that I get a good fit.



Rebecca, 26

“ It's appealing to get a box full of vegetables and carrots, covered in mud with all the green bits coming off, because it feels like it's going to be healthier.”

**Online or in-store?**  
I browse a lot more online but I buy more stuff in-store. If I'm buying something online, I worry if the clothes are going to fit.

**Food shopping**  
I never buy online. I used to. I have done that for a while but it just turns out to be more expensive. I shop quite a lot in Morrisons, just because it's right next to my house. They've got this one bit on the front that is like a market place, it looks fresh and amazing. It's a shame they don't do this in other stores.



Wanli, 25



**Online or in-store?**  
Online! Easily about 90%. I find it easier to keep track of discounts there. Also, I can see the full range of products say for example Clarks, most shops they have around town are really small, but I like to have it all and see the whole range.



Katie, 48

“ I think for me shopping online is functional so if I know what I want then I'll buy it online.”

**How do you shop for fashion?**  
It depends on what you are looking for. I like to look at colors, compare them and see the contrast.

**Food shopping**  
I have bought online and then collected in store. I don't know why I've done that. I think it's because if I know what I want, then it's very quick. Rather than queuing up and then trying to find it in store, I go straight to the collection point.

**Online or in-store?**  
I generally know the stores that I want to go into. If stuff is clear and it's in the windows then I'll generally go in there. Normally if it's a little bit less invasive as well, so I don't like it when you go in and you've got lots of people jumping all over you. I quite like to be left alone to browse really, because I think that can be off putting for some people.



Graham, 42



Reece, 24

**Online or in-store?**  
In store! I'm often the type of person that likes to try stuff on. Online you can't really see what the material is, which can be misleading.

**High street or boutiques?**  
If I'm buying casual stuff then it will always be high street. But if I am buying stuff for an occasion and I don't have time to make anything then boutiques would be the place that I would go.

**Do you shop for food online?**  
I feel like if I do online food shopping then I miss things out. Because you know if you're at the counter and you remember that you need to get some cheese you can quickly go and run and get some cheese.

“ Companies already have an idea of what they want their brand to look like **and what their customers want.** ”

## How consumers best describe their shopping behaviour in the UK in 2014

Source: Retail week, BT, ID 320099



**Online or in-store?**  
I actually work in digital media, so it should be higher for online. But I'm more of an in-store guy. I find that finding clothes that fit me in a nice way is quite difficult, so I always prefer to try on, to avoid the time wasted.

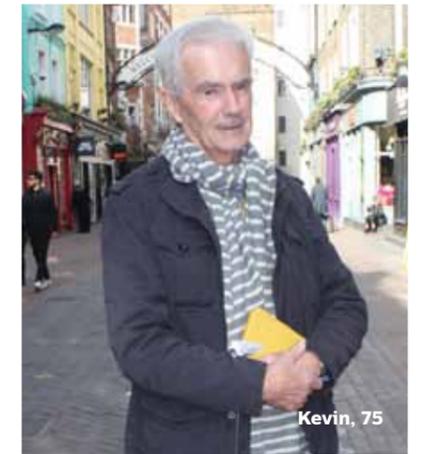
**What is it about the stores that you prefer? Is it the experience?**  
It's not really about the experience because I prefer an online customer journey – it's more convenient. But I prefer to be able to try my clothes on.

**What draws your attention on a busy street?**  
Well being a designer I am often gazing at window displays and I quite like to observe those. But more commonly, I'm quite a busy guy, so I go straight to where I know I want to go to. I've maybe already browsed online and want to go and try something on. And then I'd rather convert in-store and see how it fits and stuff.

“ I prefer an online customer journey – **it's more convenient.** ”



Murat, 25



Kevin, 75

**Online or in-store?**  
A combination. I mean I will buy an awful lot online. But if I want to look at something, I'll do a nasty thing, I'll go and look at it in-store and then if it's not cheap enough I will go and buy it online.



Brits, 69 and Miles, 21

**Online or in-store?**  
Brits: I shop mostly in store. I like to browse around and touch things. I'm old, so I like the old fashioned way.

**What makes you stay in-store for longer?**  
Miles: Just pretty much good customer service – If the service is bad and the staff has a bad attitude then I'll just leave! (even if there's stuff I like in there.)

**What kind of stores do you like?**  
I like looking around Liberty because it's got the old kind of London/English/British feel to it which I quite like. Because the men's is down in the basement, it feels a little bit private.

**Do you shop online for food?**  
Well, I like to support local stuff. If there's a farmers market around and I can get myself out of bed in time on a Saturday than I will head down. I suppose with supermarkets it's just ease – you can just go in and pick up what you need.



Chris, 35

“ In terms of a window, I like to be able to see into a shop, **I don't like a lot of clutter.** ”

**Online or in-store?**  
I think online you can still find stuff that not everyone is wearing. Like this scarf I bought in-store in Zara and I have seen everyone's wearing it since I bought it. So it's trying to find something that not everyone is wearing.

**What do you like in a store?**  
I like it when it's quite minimalist, so it's not like a jumble sale. The window display would attract me in, as I tend to look at the mannequins for inspiration. I've bought a complete outfit from just seeing it on a mannequin.

**High street or small boutiques?**  
I like high street shop for the kind of disposable fashion element of it. Then mix it with some designer bags and accessories.

“ I'm a massive fan of local foods. So I will always go to my local veg shop. ”



Hayley, 30



Lucia, 38

“ The difference between online and in-store is the feel – **it's like Kindle vs print.** ”

**What do you like in a store?**  
I just like it when there's a good merchandising and a good layout. When things are mixed, color-wise and mixed with accessories. I like that.

**What should retailers do more of?**  
What I do miss is years ago there used to be little boutiques, and they are all pushed out by really big retailers. And then you don't really get the experience of that area, because they are all starting to look the same.



# You are here

How connected lighting is transforming retail.

Imagine having a map available on your smartphone when you enter a supermarket or large store. The indoor positioning app you're using knows exactly where you are and moves seamlessly with you as you make your way through the shop, supporting you in searching for your items.

Fresh vegetables? Just around the corner. That bottle of red wine? Three aisles along on the right-hand side.

What if you're looking for something very specific? Locate the product in your online catalog and you'll be guided directly to where it is on the shelves. Perhaps you'll even receive a discount voucher as a final incentive to buy.

Welcome to the world of connected lighting.

We know, of course, that more and more consumers carry smartphones with them as they shop. Very often, they'll be referring to them—checking emails, texts, and social media, or simply viewing the shopping list they prepared earlier. Now retailers have the opportunity to connect with shoppers through data-enabled LED lighting systems that can collect and send relevant information using wireless communications, specially designed mobile apps, and iCloud services, letting them create innovative, interactive experiences in store.



## “Find me the frozen peas!”

Technology guides shoppers directly to items they want to purchase and offers discounts.

With over 10,000 stores in more than 30 countries, Carrefour is a true giant of the retail world. Its hypermarket in Lille, France, covers 7,800 m<sup>2</sup> and was previously fitted with fluorescent lights. Replacing this conventional technology with 2.5 km of connected LED luminaires transformed the store and shopping experience, offering significant advantages.

One of the primary motivations for the installation was energy efficiency. The system cut energy consumption in half, which has had an immediate impact on the bottom line. Products, particularly fresh produce and meats, benefit from the unique qualities of LED light, giving food more color and appeal to customers.



## The technology at a glance



Unique code from the LED light beam can be detected by any smart device with a camera.



System acts like an “indoor GPS – each light point transmits a one-way location code. Once connected, customers can orient themselves in the store and receive targeted discounts via Promo C’ou, an easy-to-use mobile app developed by Carrefour.



Philips indoor positioning software is fully integrated into Carrefour’s mobile app and supported by a cloud-based location database operated by Philips.



“The system has the potential to transform shopping into a more interactive experience.”

Gerben van der Lugt, Manager of LED-based indoor positioning

## Hyper-accurate location

Carrefour desired more from the new lighting system than excellent illumination. The company wanted to harness the power of connected lighting to strengthen its relationship with customers.

The project included 800 linear LED luminaires, each making use of the Philips VLC technology. With indoor positioning capabilities, the system can pinpoint a customer’s location within half a meter. Once registered with the system, customers can access a map to guide them around the large store, find promotions in the online catalogue, and locate them in the store. As a shopper approaches a shelf and begins comparing items, the app can show him available discounts or special offers for products in the vicinity.

Céline Martin, Carrefour’s Director of Commercial Models and Innovation for the brand’s French hypermarkets, is delighted with the system’s impact in store.

“Thanks to this new application, which uses Philips technology, we are now able to provide our customers at the EuraLille Carrefour with a new service, enabling them to quickly search and locate their preferred promotions or detect all the promotions around them when they are in-store.”

## Unique code transmitted through light

One way of wirelessly communicating with shoppers’ smartphones is built right into the LED technology itself. With visible light communications (VLC) from Philips, a unique code can be transmitted through the beam of LED light. This code can be detected by a smartphone’s camera, creating a real-time link between the shopper and the lighting system. As a result, it’s possible for the shopper’s smartphone to know exactly where it is and show relevant maps, product information, and promotional coupons.

The technology requires shoppers to opt in to accept information via an app. Since the data stream is one way, users’ private information is safe.

One major retailer that has already been experimenting with the potential of VLC and connected lighting is French multinational Carrefour. RetailScene went to investigate.



Technology guides shoppers directly to items they want to purchase and offers discounts.

# Count the savings and see the change

As more and more retailers move over to LED, they are looking to maximize the energy savings they make through their switch in technology. At the same time, they realize that LED lighting systems can also showcase products more effectively, enhance the in-store atmosphere and boost sales.

It's the flexibility, control and simplicity of systems such as StoreWise from Philips that are helping to revolutionize retail, by allowing adjustments to be made to the environment in real time. And the good news is that any business can benefit. It doesn't matter whether you're running a 4,000 m<sup>2</sup> hypermarket or a smaller 800 m<sup>2</sup> unit.



10-15% savings

## Scheduling

When retailers plan ahead on a time clock to dim lights outside normal sales hours, they can make a noticeable difference to energy bills. It is also possible to create zones within the store and control the lighting in individual areas according to usage.

Scheduling is made easy through user-friendly, touch-panel controls. It's not even necessary for staff to be formally trained because of the intuitive interface.



15-20% savings



## Daylight harvesting

Sensors are able to balance daylight with artificial light, which means that energy bills can be reduced by up to 20%. With more daylight entering the store, the potential savings can be even bigger. The technology also creates a more pleasant shopping environment for customers, which has been shown in studies to uplift sales.

10-15% savings



## Light level preservation

Over time, the brilliance of the LED luminaires decreases due to a natural ageing effect, which is why the lights are always 'over-specified' to compensate for lumen depreciation. By dimming lights at the beginning of their lifetime and gradually increasing their power output, you can ensure a uniform level of light in a store. As well as creating a consistency in the customer experience, it's possible to make significant savings in energy over time.



## Presence control

3-5% savings



There's no need for lighting to stay set at the same, constant level – especially in staff-only areas or when the store is being cleaned or restocked. With presence detection sensors, it's possible to dim or even turn off luminaires when there's no one around and they're not required. A sensible solution for any environmentally conscious retailer.

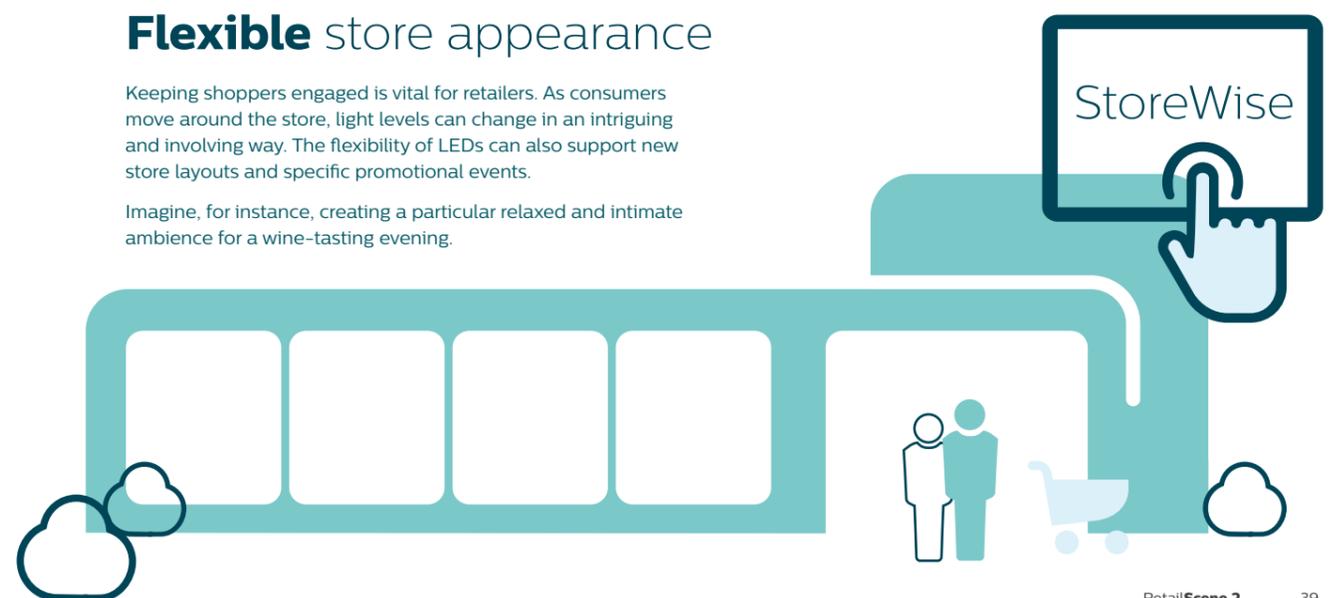


## Flexible store appearance

Keeping shoppers engaged is vital for retailers. As consumers move around the store, light levels can change in an intriguing and involving way. The flexibility of LEDs can also support new store layouts and specific promotional events.

Imagine, for instance, creating a particular relaxed and intimate ambience for a wine-tasting evening.

StoreWise





# The seduction of the supermarket shopper

# 3.5%

increase in sales due to optimized saturation color on fresh fruit and vegetables.



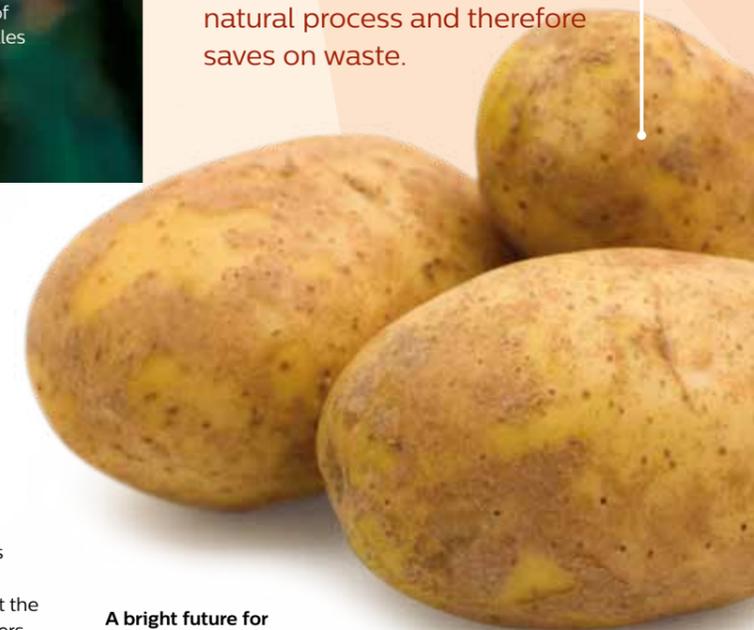
## Changing perceptions of color

Good light can really enhance perceptions of a product and show it to best effect. When Belgian university KU Leuven worked with Philips to research memory and perceptions, it was clear that the saturation of color is of key importance. Interestingly, the color consumers prefer is even more saturated still – effectively an enhanced version of their memory.

In studies on selected fruit and vegetables by the retail industry's scientific institute EHI and a German supermarket, higher level of color saturation was shown to increase sales volume by 3.5%.

## Reducing waste

People are less inclined to buy potatoes they perceive as being green. Fresh Food Champagne slows down this natural process and therefore saves on waste.



Research is transforming the way in which retailers add value for customers. And nowhere is the trend more evident than in the fresh food aisles. RetailScene discovers the feast in store for the consumer.

Everyone in retail needs to consider how they engage with their customers and offer an experience in store which simply can't be matched online. The thing about fresh food is that it can be a real feast for the eye, but how many supermarket chains have really taken full advantage of this inherent advantage?

Put simply, food needs to look perfect and stay fresh for as long as possible and that's where light plays an essential role. Scientific research is now guiding the techniques that are bringing the customer experience to life.

### Recipe for success

One of the innovations which is really exciting retailers is the concept of the light 'recipe'. It's a recognition that we should not only be interested

in light levels, but also the light spectrum. It's been shown that a 'tuned' or optimized spectrum is an important way of slowing down light-induced discoloration next to optimizing the light level, which is why Philips Research has focused on delivering a patented Optimized Light Spectrum Recipe.

Fresh Food Rose, Champagne, Authentic White, Frost and Meat are five different light recipes suited to different types of fresh food. When retailers want, for instance, to reduce discoloration of sliced meat and enhance the redness of their meat, they select Fresh Food Rose and can see a 30% longer shelf life than with conventional White SON lamps. Although they're essentially tackling a cosmetic problem, it's one which has a big potential impact financially.



### Extending shelf life

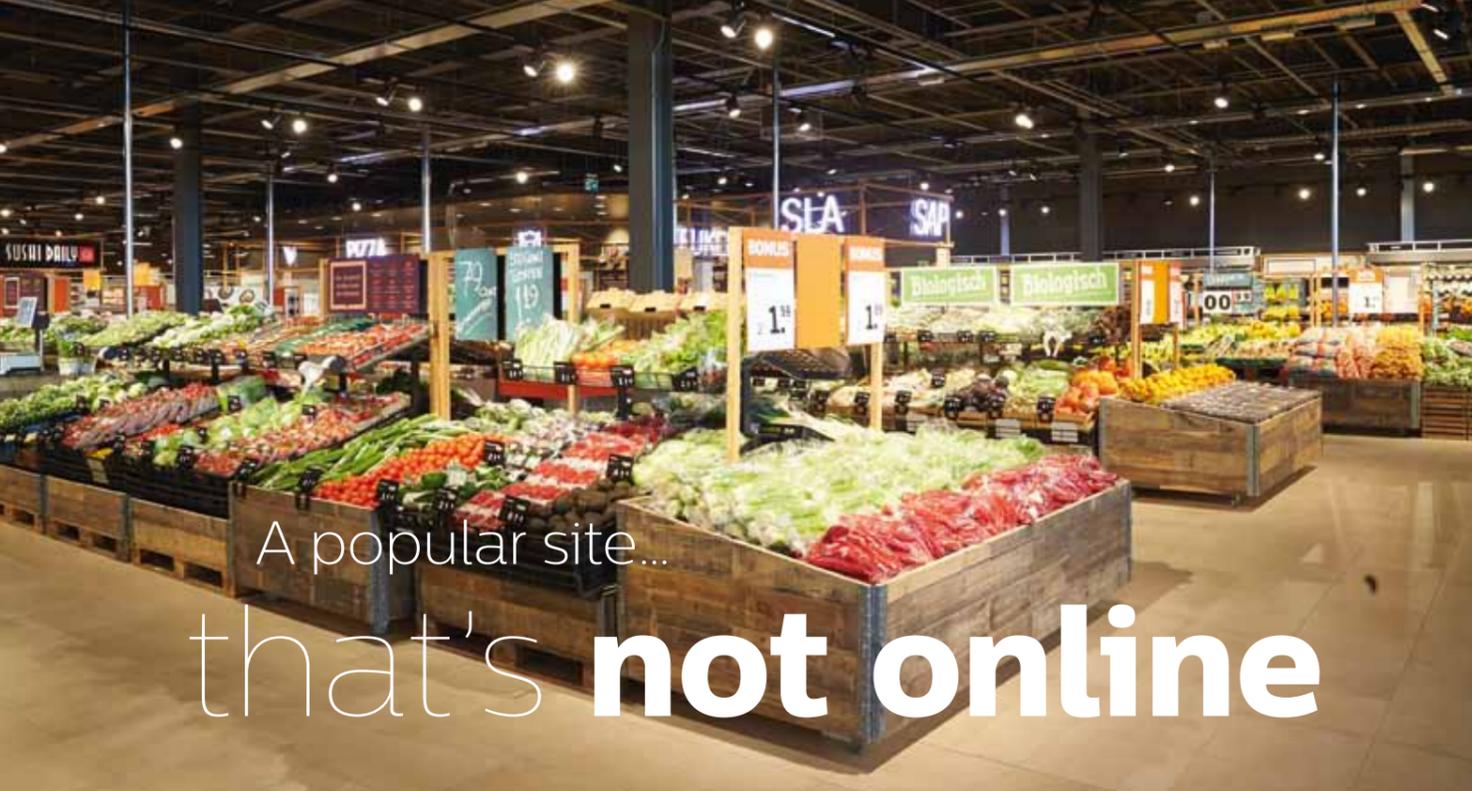
Retailers also have to bear in mind the behaviour of products and it's important to reduce unnecessary wastage of food – both from an economic and an environmental point of view. That's why the extension of shelf life is so critical.

Take potatoes, for instance. Everyone knows about the natural greening process that takes place due to exposure of light through the production of chlorophyll, but the discoloration can be off-putting to shoppers.

Studies conducted by Philips show that light makes a difference to the greening process in potatoes. There is an 85% chance that customers – when comparing potatoes previously displayed under White SON and Fresh Food Champagne lights – will judge the White SON products to be greener.

### A bright future for transformed supermarkets

When people see produce which conforms more to their idealized perception, they're more likely to buy. And when they visit to purchase meat, potatoes, fish or salad, they're likely to spend time browsing other non-perishable foods too.



A popular site...  
that's **not online**

We got together with Judith Everaarts, an Interior Architect from Claessens Erdmann Architects who specializes in retail design, to hear all about her work on the new Albert Heijn XL supermarket store in Eindhoven.

Judith told us that in a world where so much shopping can be done online, the challenge for any ambitious store design today is to persuade customers that it's worthwhile making effort to swap 'clicks' for 'bricks', and that a well-designed store can still offer fresh experiences and inspiration.

### Authentic experiences

According to Judith, "There's a big rise in online yes. But people still want face-to-face contact."

The question is: how can we attract them? "It's important for shops and supermarkets to give more space for fresh food and to feature food specialists who have knowledge and authority" she states.

In Judith's view people are looking for, "Real, authentic, very honest experiences."

Take a closer look at the design of the Eindhoven XL store and you understand immediately what Judith means. Albert Heijn's vision for their biggest supermarket was for the space to be a super 'market place', with more space dedicated to fresh food, local producers and specialist products. They wanted to create a different type of customer journey where fresh food and dry food were brought together so that customers could pick the ingredients for an entire meal at the same time.

The store environment is more contemporary and, compared to competitors, more energy efficient. The overall feeling is modern rather than cozy, with design that balances the contemporary and authentic. Customers say they feel seduced and inspired, while reactions from trade media and grocery experts are all extremely positive too. So how was this achieved?



“ People are looking for real, authentic and very honest experiences.”

Judith Everaarts

### Lighting is key

Lighting is one of the key ways to improve the customer journey and change the overall in-store experience. It can create the right atmosphere and mood for each section therefore affecting buying behavior and encouraging people to change their shopping habits.

"Lighting used to be an afterthought – the last thing you would consider," remembers Judith, "But things have changed completely."

She told us how she has noticed how retailers are much more conscious of the role of lighting in store. "Everyone is a lot more knowledgeable."

Judith also explained that at Eindhoven, finding the right combination of natural and artificial light was crucial.

Controls allow the store to be flexible and clever with lighting, by applying the correct level of light at different times of day and in different areas to set the right mood for customers.

### Retail as theater

One of the most striking features at Eindhoven XL store is the way lighting is used to create atmosphere and enhance the customer experience. It cleverly highlights products, gives each area its own personality, and guides the customer's eye as they journey through the store.

Claessens Erdmann Architects wanted to put the products and customers at the center of the store design. "We felt that design should be used in a consistent and unobtrusive way, so we chose furniture in natural colors and materials. We wanted the environment to be more contemporary and efficient compared to the competition." Judith tells us.

In collaboration with Blink Office, Claessens Erdmann Architects also helped to completely revise the in-store communications to make them more informative, again putting customers and products at the heart.

### New York in Eindhoven

Another innovation was a New York-style grid system to make the store's layout functional and logical. Judith and the team took inspiration from the layout of New York City, which is based on a defined grid system of streets. It's a very efficient layout for Manhattan and also for the store in Eindhoven.

So the entrance is like Central Park, with natural, open, space. There's a pizza oven in store and people can eat the pizza at the entrance area. There's a café where fresh food from the different departments is served like salads, cheeses, fresh-baked bread for sandwiches, and juices from the juice bar.

Continuing the New York theme, the central aisle running up the middle is like Broadway, with clear lines of sight to the various departments. In each, there are 'masters' of each department on a platform performing to the customers, for example preparing fresh food and cooking or others talking about products and ingredients and giving dietary information.

"In the dry grocery area we used accent lights to highlight special products and for cross merchandising." She tells us, "We were thinking of these like 'Little Italy' or SoHo to make things more special."



“ We wanted a different customer journey.”

Judith Everaarts

### Omni-channel

#### experience

Albert Heijn were keen to make their store part of a seamless shopping experience, so the word 'omnichannel' became a big part of conversations around how to make the experience for customers consistent and joined up.

"We wanted a different customer journey," Judith told us. However the customer choosing to do their shopping, be it online from a computer or mobile device, by telephone, or in person in the store, everything should be easy, convenient and enjoyable.

At Eindhoven Albert Heijn introduced new online facilities in-store with touchscreens placed in various departments. For example, a screen at the meat counter allows customers to order larger deliveries (say, for a BBQ party) to be delivered straight to their home.

### One of the Netherlands' most energy efficient supermarkets

Understandably, Judith is proud of the energy efficiency achieved at Eindhoven, "We used solar panels to generate energy, and of course LED lighting offers energy saving and best performance at the same time."

The Eindhoven XL store has become a benchmark and its key features are now being translated to other stores, so Judith will be starting the next store for Albert Heijn soon.



### People still love to go to stores

Finally, we asked Judith what she thinks the next 5 years will look like in terms of customer experience and retail design. We spoke about the huge growth of online and the fierceness of the competition out there. But also about how customers are still looking for personal and authentic experiences.

"Change is happening," she agrees, "But not quite as fast as people think. People love to go to stores to find real and authentic products, local, fresh products with a story."

Clearly, it's crucial for retailers to understand the market trends Judith identifies and to embrace these changes by designing pleasant and unique retail environments.

In fact, that's the thinking at the heart of the Albert Heijn XL store in Eindhoven. Every detail, every innovation and every piece of lighting has been designed to create a better customer experience. And it works.



"I describe a visit as an experience of revelation," says Sjak Ross, who's responsible for developing and building the facilities at a state-of-the-art lighting showroom in the southern Dutch city of Eindhoven. The Lighting Application Center (LAC) is certainly an inspiration for people who are looking to rethink the retail environment. First developed as a concept a quarter of a century ago, it now incorporates everything from supermarket aisles and fresh food through to fashion displays, shop windows and changing rooms.

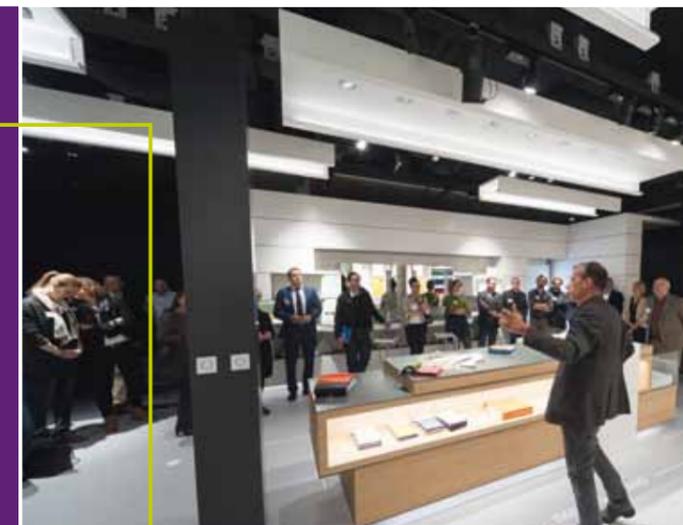
The thinking is straightforward enough. It's one thing to hear about lighting technology or to read about its potential, but to experience it first hand is completely different. When visitors – often lighting professionals – do the tour with Ross, they come away educated and can often imagine new possibilities that hadn't previously occurred to them.

Technical detail is set to one side, in favour of how the environment looks and how it makes people feel. 'We say forget about the lumens,' jokes Ross, 'and think about the possibilities! Retail is the place where all the lighting innovations happen first. It's all about experience.'



"When visitors do the tour they come away educated and can often **imagine new possibilities** that hadn't previously occurred to them."

Sjak Ross, Manager LAC



# Seeing is believing

RetailScene steps inside Eindhoven's Lighting Application Center, where it's not only possible to learn about the latest developments in retail thinking, but also to experience them.

## The store is a hub for brand experience

Of course, many of the visitors to the Philips site already know a great deal about lighting and keep their eyes on the latest trends, so this makes for some very interesting and in-depth discussions.

"The store experience is part of a distribution channel," says Ross. "It's where the brand experience will happen and our demos are all about the role that light can play in that process. Change the lighting from 3,000 to 4,000 Kelvin, for instance, and you'll see the effect it has right away. We also think about the way in which lighting complements interior architecture and are interested in the use of sensors and digitization, as they give our customers many more options and features."

Luc van der Poel is a Lighting Application Design manager at Philips Design, who can draw on knowledge built over 26 years of working in the field. He says the job used to be about technical design, but is now focused on 'experience' design instead. Embracing the Philips mantra of 'attract, engage, convert', he has helped to change attitudes with regard to lighting installation and the ability to create different scenes and moods which adapt to different needs.

'You can only really judge light when you see it for real,' he says. 'Pictures aren't always accurate. You need to experience it in 3D. We've been developing concepts for dynamic shop windows, for



instance. During the daytime, interiors are darker than the sunlight outside, which means the glass in the window can act as a mirror. To minimize reflection, you need higher brightness with a more narrow beam. At night, the window gets theatrical and beautiful. It's part of a visual picture story that people can remember. But we create it using only 1.5 Watts of power."



“

LED lighting helps to enhance the color and freshness of food, while accents help particular products stand out.”

Luc van der Poel



**Thinking about retail in new ways**

Another significant project has been the Ambiscene mirror used in the fitting room. The place in which 60% of purchasing decisions are made, but where lighting can be notoriously bad and the space cramped.

“We think fitting rooms should be a party,” says van der Poel, who favours a relaxed, nicely furnished environment. “It’s a private experience, but people should feel comfortable and able to adjust the lighting to fit the clothes and the places they will be worn.

Fashion outlets are focused on the ‘omni-channel’ concept, in which consumers select a product at home and their device takes them to it in store, thanks to data communicated via lights. Maybe they’ll be recommended other items to complement their intended purchase.

In the supermarket environment, on the other hand, the rise of collection points is a big trend. LED lighting helps to enhance the color and freshness of food, while accents help particular products stand out.

“Shopping malls are not only shops, but also restaurants and theatres,” claims van der Poel. “They are multifunctional spaces that need multifunctional lighting.”

**LED now a credible replacement for CDM**

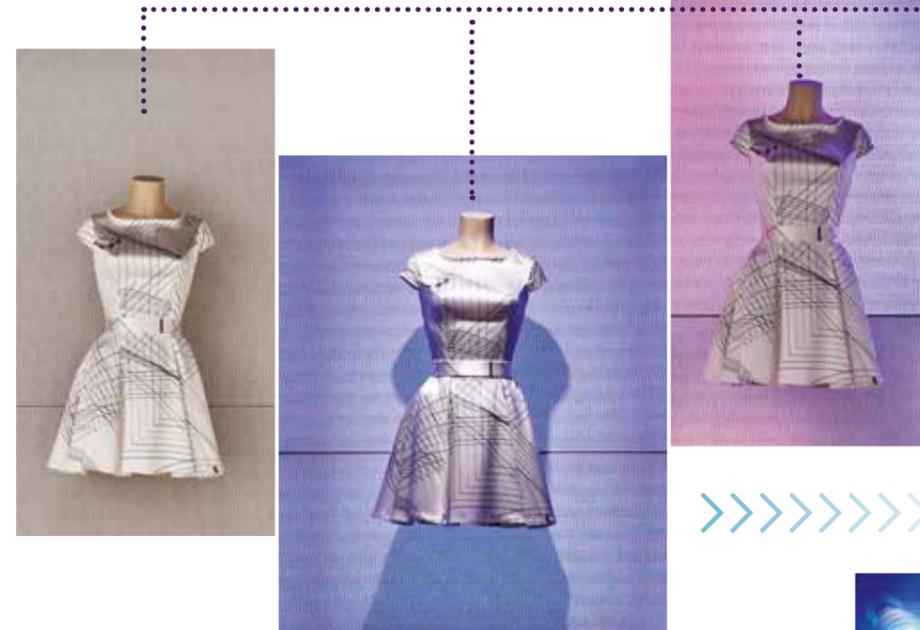
Work at the Lighting Application Center strongly suggests that LEDs are now able to compete with CDM in terms of light distribution and frequency. With CrispWhite an invention from Dutch multinational Philips, designers have paid close attention to the spectrum.

The white agent added to textiles doesn’t emit light, but it does reflect it. Previously, however, not enough was being reflected by LEDs. Now, with more blue added to the spectrum, the white agents appear crisp rather than dull and other colors are activated too.

**The ultimate flexibility of LEDs**

Visiting the LAC, it’s easy to see just how adaptable LED technology can be, as light gets adjusted to fit seasonal collections, appeal to certain target groups or reflect the time of day. Unlike most current light sources, LEDs are dimmable and tunable, which means retailers have the ability to react immediately to changing circumstances.

Experimentation is set to continue apace. With Netflix running TV series where lighting reacts to the script and color from the screen is changed to complement the wider ambience of the room, people are asking how quickly this technology can be adapted to retail settings. Already there has been a move from individual fixtures to complete systems, with luminaires ‘talking’ to each other through sophisticated software.



**Attract**

Lighting is an important tool in the sales process and the dynamic shop window encourages people to enter the store.



**Engage**

Lighting is used to support the marketing message, engaging people emotionally with products through 3D effects, textures and shadows.



**Convert**

Lighting encourages consumers into long-term relationships with a brand.

“ You can only really judge light when you see it for real.”

Luc van der Poel

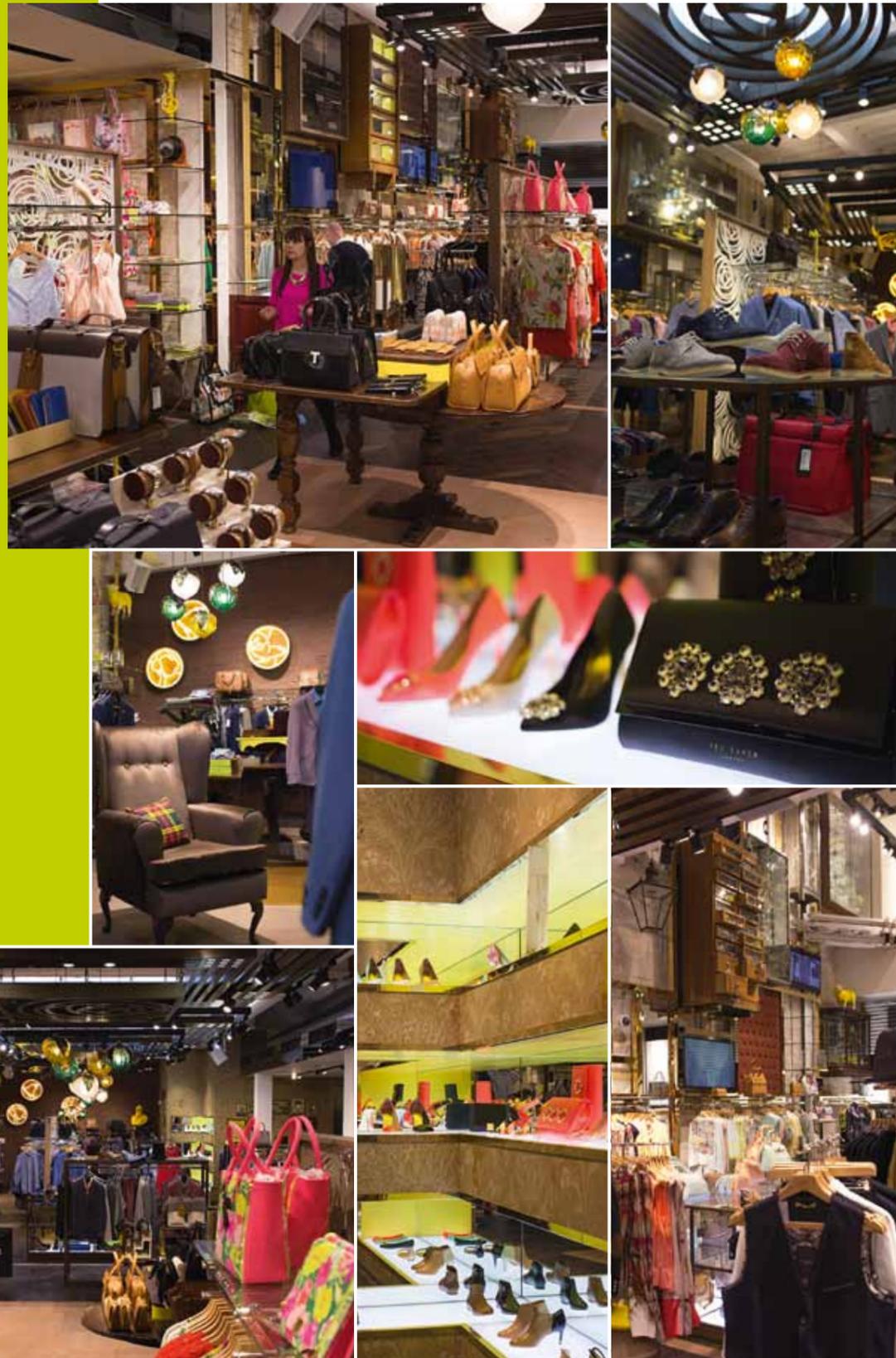


# How light and music are the new fashion

With more and more shopping being done online, bricks-and-mortar stores need to offer something distinctive and eye-catching for the choosy consumer. Major fashion brand Ted Baker has embraced this philosophy and is transforming the customer experience.

Each Ted Baker store is unique. The iconic fashion retailer believes in looking at the character and history of an individual location and creating an ambience and interior to match. And although a lot of thought goes into the planning, time is often at a premium when it comes to delivery. In a competitive market place – and with the company's rapid expansion – everything happens at a relentless pace.

With pressure on high-street stores from the ever-expanding world of online shopping, innovative new approaches are essential. It was this commercial imperative which guided the thinking behind the launch of a new store in Glasgow in 2014. But at the back of everyone's minds, the symbolic connection with the city was playing its part too. In what now seem like the distant days the late 1980s, it was Glasgow where Ted Baker opened its first-ever store.



“Each Ted Baker store is unique.”



## Contemporary Ted flair electrifies Style Mile

Buchanan Street is a major shopping destination in Glasgow and a natural choice of location for Ted Baker. Part of the so-called 'Style Mile' of malls, boutiques and designer stores, it contributes to the city's reputation as a UK retail centre second only to London's West End. Plans for the new 250m<sup>2</sup> Ted store were appropriately ambitious.

One of the biggest challenges in Glasgow was making sure the control system did everything that Ted Baker needed it to do in terms of customer experience and retail theater. Effectively, the brand was creating something pretty unprecedented in which lights and music combined to create a show and change the mood in the store every day. An area was even set up to allow local bands to come in and play.

The overall effect? A bustling, colorful and vibrant experience for fans of Ted.

'We really wanted to include lighting and music as an added tool for the store team,' says Mark Valerio, Head of Store Design at Ted Baker. 'We worked as we normally do with Philips, right from day one. We were very keen to use LEDs, because we had a huge ceiling height at the front of the store and it was very, very difficult for us to work out all the different lighting levels. So we needed some expert input right away.'

'The music and lighting works together on three different scenes,' explains Emmeline Whitaker, one of Philips' leading creative designers, who was assigned to the project. 'There's an everyday scene, where you have all the lighting on. You have a second scene where, in the evening, you can take things down to about 30% of the lighting and the music heightens. And then there's a third scene, where the lighting goes off pretty much completely and the music's really loud.'

Whitaker clearly enjoys the relationship with Ted Baker and the ideas and commitment they bring to the work.

'It's a very collaborative approach,' she tells RetailScene. 'The people at Ted are very design orientated. They're real visionaries and when I show them a sketch, they can understand what we're trying to achieve. Everything gets signed off very quickly. It's intensive work, but it's so much fun.'

So what does the future hold? Mark Valerio is looking ahead to further growth for the Ted Baker brand. 'We're going through a very big international expansion at the moment,' he says. 'Certainly in America, United Arab Emirates, Australia and other areas of the world. And we try to do every store in exactly the same bespoke way.'



# The logic of modern logistics

In an ever-more complex retail landscape, there's a new focus on innovation in logistics. To find out more about the current direction of travel, we caught up with two experts: Lander Desmedt, International Sales Manager for e-commerce logistics specialists Docdata, and Malgorzata Grudzień of Philips Lighting in Poland.

According to a study conducted by JLL and CoreNet Global in 2013, there are three clear trends in the logistics and industrial sectors. The implementation of new technology is critical, along with the continuing growth of emerging markets. Ahead of the pack, however, in terms of its importance, we find e-commerce and multi-channel retail.

The backdrop can be challenging though. At the same time as these new trends have emerged, businesses are being confronted by rising transport and energy costs, as well as shorter lead times for orders.

So where will we find ourselves in, say, five years' time? And how, specifically, should retailers be thinking about the future?

Dutch business Docdata N.V. has been doing its own research and Lander Desmedt argues that bricks-and-mortar shopping isn't going to disappear. The 'omni-channel' retailers that have already emerged must continue to change, he says.

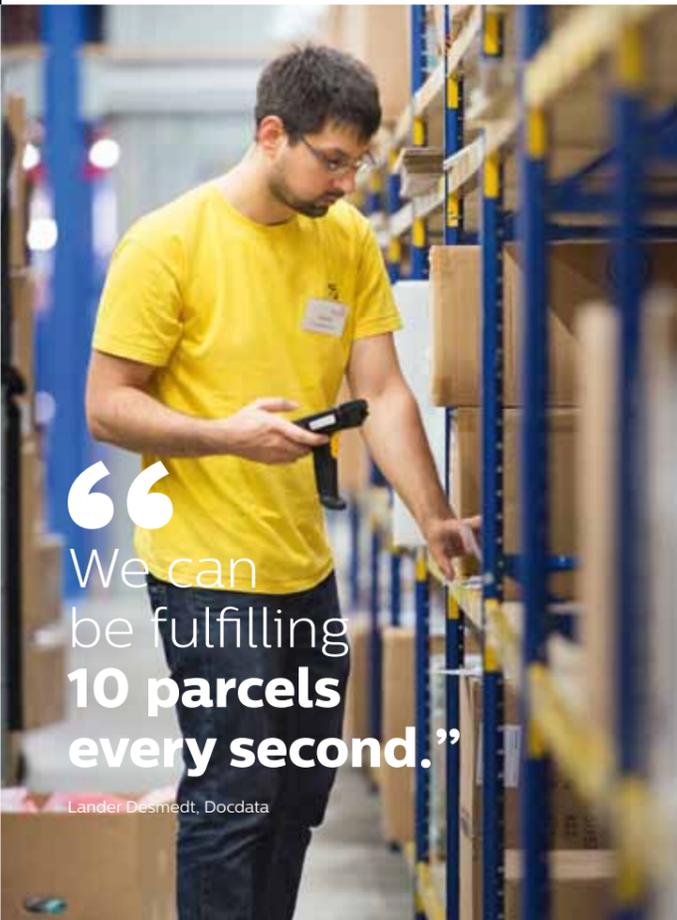
"They will have to focus on a seamless shopping experience, both on and offline. It's going to be a mix of both. We have a high-end department store in the Netherlands for instance, which is a success in both environments. They are looking for smarter solutions. Using data to enable their clients to enjoy the bricks-and-mortar shop."

#### Customer satisfaction central to success

Desmedt is referring to the world of 'click and collect', where we can order something over a tablet or smartphone and then walk into a real-world store to pick it up. And it's this emphasis on convenience and customer service that's important to Philips' Malgorzata Grudzień too.

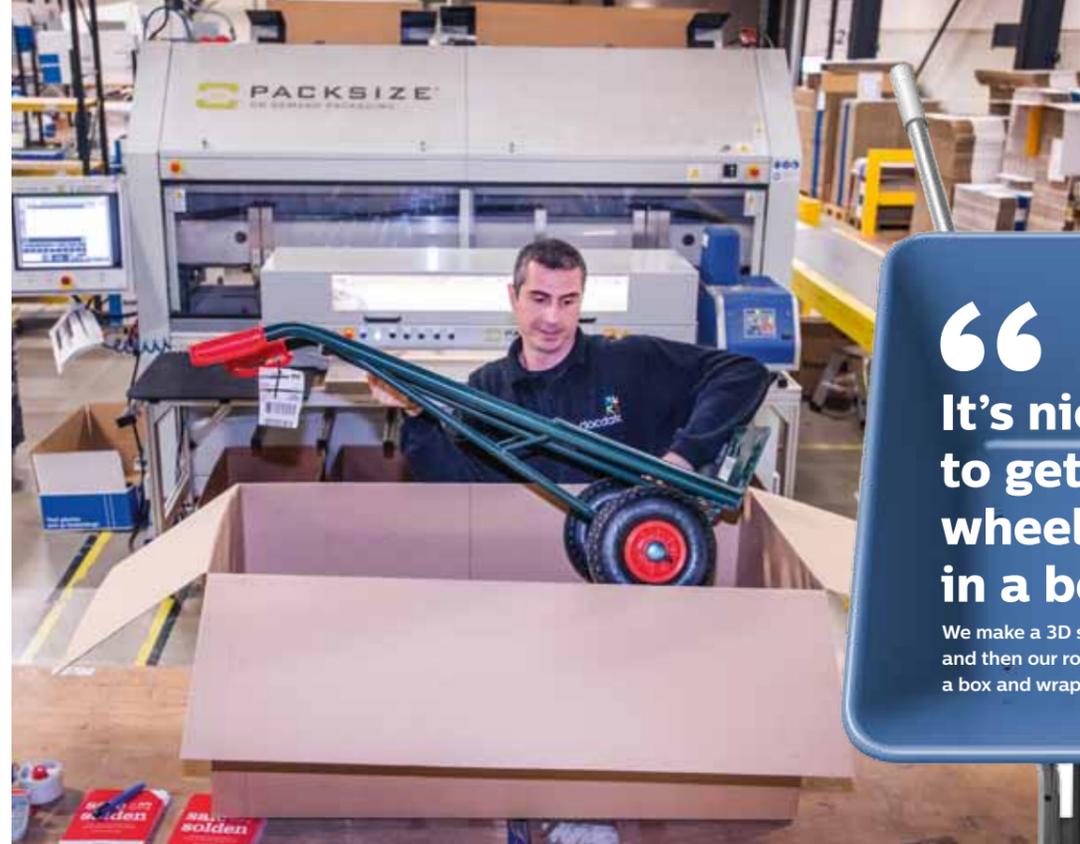
"E-commerce companies are focused on customer satisfaction," she says. "This may mean new technology, which is specially designed for the new warehouses that are being built. They are fully automated, which is absolutely critical for improving business and optimizing the experience of the consumer. Both deliveries and returns can be done within 24 hours."

Desmedt sees the immense challenges and opportunities at first hand. "In our warehouses around Europe, we process up to 250,000 parcels each day," he reveals, "although there can be a big gap between the minimum figure and the maximum. During the Christmas season, we can be fulfilling 10 parcels every second, which we do by getting robots to itemize the packing and ensuring we have a base of flexible operators."



“We can be fulfilling 10 parcels every second.”

Lander Desmedt, Docdata



“It's nice to get your wheelbarrow in a box.”  
We make a 3D scan of the parcel and then our robots will tailor cut a box and wrap it around.”

#### Environmental management of round-the-clock supply

Grudzień believes that operational costs, energy costs and carbon footprints have been consistently rising as warehouses operate all hours of the day and night. In response, logistics companies have been thinking long and hard their environmental credentials.

"If you get certificated," she says, "you show that you're environmentally friendly and responsible of course, but there can often be financial benefits as well as reputational ones."

There are a number of practical steps that companies can take to reduce their environmental impact, according to Desmedt, including the individualized packaging of cartons to minimize the use of bubble wrap and paper filling. This is done using the latest 3D scanners, which build a profile of the product being delivered. Robots can then tailor-cut a box and slip an invoice inside.

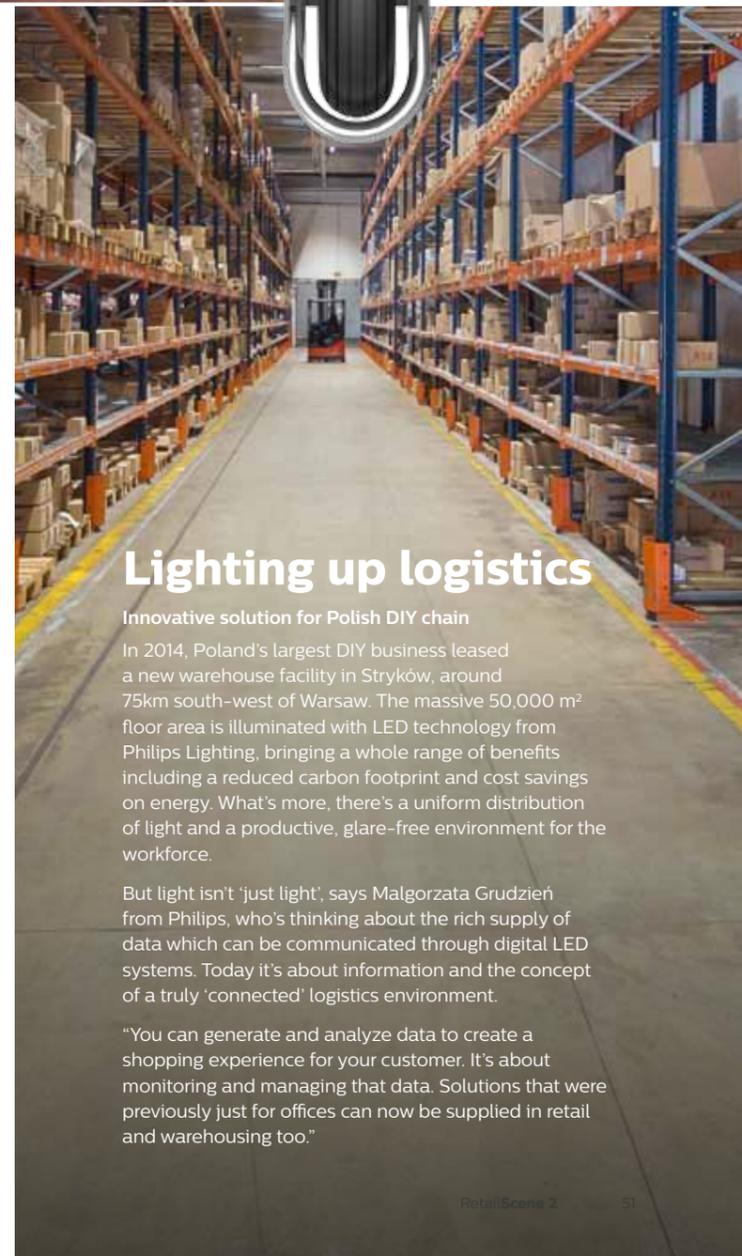
#### From web shop to market place

Resellers are at the heart of dynamic e-commerce maintains Desmedt. The Docdata solution for a Belgian toy business involved connective software that interfaces with resellers and publishes information about products.

"There's one stock position which serves their own channel and the reseller," Desmedt observes. "Leading web shops are evolving more and more into market places. There will be a partner program, where brands or merchants publish their stock. When something is selling well, the marketplaces will buy the products themselves and increase their margin."

#### Docdata's phenomenal growth

From its foundation in 1999, Dutch business Docdata has been at the heart of the logistics and delivery that drive e-commerce. Today, the company operates in the UK, the Netherlands, Italy and Germany, as well as Poland, Switzerland, France and Spain. In fact, Docdata has a storage capacity of some 250,000 square meters across Europe as a whole. Their stated mission is to impress no fewer than half a million online shoppers every day.



## Lighting up logistics

#### Innovative solution for Polish DIY chain

In 2014, Poland's largest DIY business leased a new warehouse facility in Stryków, around 75km south-west of Warsaw. The massive 50,000 m<sup>2</sup> floor area is illuminated with LED technology from Philips Lighting, bringing a whole range of benefits including a reduced carbon footprint and cost savings on energy. What's more, there's a uniform distribution of light and a productive, glare-free environment for the workforce.

But light isn't 'just light', says Malgorzata Grudzień from Philips, who's thinking about the rich supply of data which can be communicated through digital LED systems. Today it's about information and the concept of a truly 'connected' logistics environment.

"You can generate and analyze data to create a shopping experience for your customer. It's about monitoring and managing that data. Solutions that were previously just for offices can now be supplied in retail and warehousing too."

# The light of learning

Knowledge is always illuminating. That's the principle behind the Philips Lighting Academy, an industry-leading educational program, which was established five years ago in response to the revolution in LEDs.

According to Ronald Plantinga, Director of Customer Learning at the Dutch multinational, retail businesses are looking for more than just better-quality light. They want the whole customer experience in stores to change.

"They're asking how they make the most of what they have," says Plantinga, "and I believe there is a real opportunity here. Retailers may already have what they consider to be good lighting and controls, but by taking a course at our Lighting University, they can expand their knowledge and make better use of the technology."

Plantinga became involved in the Lighting Academy armed with over 10 years of industry-leading experience in LED business development. "Our approach is to inspire and educate at the same time, making smart use of wide array of educational tools," he says.

Customers can access free content online or through apps, and attend webinars where respected industry figures are invited to give the latest perspectives and answer questions. And there's particularly good news for more modestly-sized retail enterprises. From the summer of 2015, there's going to be a new focus on smaller and medium-sized stores.

"We are in the process of launching bespoke materials for smaller retailers," explains Plantinga. "It's all about creating customer desire and lighting effects for smaller spaces. Even a small shop deserves quality lighting!"

Specifically, the Academy focuses on helping retailers keep up with three current trends in the lighting industry: LED, human-centric lighting solutions and 'connected' lighting, where real-time data is accessed via special apps on smartphones.

This new technology will allow retailers to understand more about the traffic in store and help them to guide shoppers. They will also be able to send tailored offers to people while they browse.

"Connected lighting and digital connectivity is the next step in the revolution. It will be a more fundamental and profound step than LED and will open up entirely new opportunities," promises Plantinga. "Meanwhile, there are other developments on how the smart use of lighting can actually improve people's health and wellbeing."

The Academy offers information, for instance, on how Philips is exploring the use of virtual skylights and virtual windows to bring back the benefits of natural lighting.

“Our approach is to **inspire and educate**”

“**Connected lighting and digital connectivity** is the next step in the revolution”

“When people see their competitors **adopt a new technology or insight**, they're quick to move”



## Different ways to learn

Training takes a number of different forms. You can learn via a phone or tablet on your own or join online classroom sessions. There is also the option of a 'light bite' – a 15-minute session on a specific topic (say, how UV/infrared affects garments), that you can happily watch in your lunch hour.

The Academy also runs a series of live workshops, seminars and in-person training sessions. A recent event at a castle near Lyon, France gave a select group of customers the chance to practice working with new lighting technology and immerse themselves for a week.

"We fill the gap between product specific and pure sales skills training by providing education in customer centric application, technology and lighting solutions," concludes Plantinga. "The funny thing about retail is that sometimes it's slow, but once there's traction, things move fast. When people see their competitors adopt a new technology or insight, they're quick to move."

**Find out more about the range of learning programs at the Lighting Academy - as well as details of other resources, publications, videos and events - by visiting [www.lighting.philips.com](http://www.lighting.philips.com). You can find us under the 'Education' tab.**



Sit back, relax and  
**read**

We can all benefit from a little bit of inspiration – to help us reassess and refresh our thinking.

Our RetailScene reading list will help you get more out of your brand and your store, so why not switch off your phone and settle down for a good read?

We pick six of the best books currently out there.

Brand experience



An inspirational collection of solutions from around the globe.

Out of the Box! **brand experiences** between flagship and pop-up

” They say:

More and more companies throughout the world are exploring new concepts for the sale and presentation of their products, or they are establishing events to boost brand image. They are increasingly searching for new ways to offer their customers brand experiences on an emotional level. Out of the Box! is an inspirational collection of solutions from around the globe that allow us to experience brands in unique ways.

“ We say:

With experimental retail ideas including pop-ups contributing an estimated £2.1 billion to the UK economy, there is proof that retail innovation is still key to making sales.

Retail design



Nearly 300 case studies shown from concept to completion.

Designing the **brand identity** in retail spaces

” They say:

Without design, the 'brand identity' is just a name, sometimes paired with a statement that enumerates the values of the company. It is two-dimensional when written down or printed. The task for the retail designer is to turn that name or statement into a three-dimensional environment in which consumers may interact with the brand's product or services. This is a casebook that shows and tells how architects and store designers have tackled that challenge.

“ We say:

Nearly 300 case studies from restaurants, department stores and luxury brands, showcasing how each design has progressed from concept to completion.

Customer journey



JosDeVries: **New customer journey**

” They say:

To win today's customer, a new way of thinking is crucial. There is a need for a fundamental transformation in the way we position and develop retail concepts. The absolute trap for retailers is 'everything, every time, everywhere'. This can lead to an enormous complexity in the retail business model. In this book we show you how to make the right choices for successful omnichannel concept development.

“ We say:

Before, during, after. The customer journey is everything – so say Dutch retail design experts JosDeVries in their latest book, that explains how retailers can positively influence customers and keep it simple.

The absolute trap for retailers is 'everything, every time, everywhere.'

Branding



Wally Olins: **The shape of brands to come**

” They say:

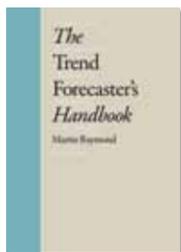
Wally Olins' fascinating book looks at every aspect of the world of branding. With his customary flair and no-nonsense prose, he analyzes the problems facing today's organizations, criticizes corporate misbehaviour where he finds it, praises those companies who seem to be building and sustaining brands successfully in our brave new world, and predicts the future of branding... ..from the guru described by The Financial Times as the world's leading practitioner of branding and identity.

“ We say:

We can't disagree Straightforward, insightful stuff from a celebrated design expert.

The world's leading practitioner of branding and identity speaks.

Branding



The **trend forecasters** handbook

” They say:

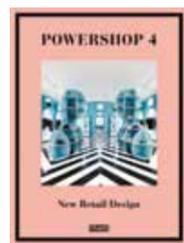
Trends are a fundamental part of our emotional, physical and psychological landscape, and by forecasting trends, or using them to anticipate what is new and next in the world, we can begin understand what drives and motivates consumers.

“ We say:

By understanding and tracking trends and using them to inform your thinking, you help to create a relevant brand experience.

Trends are a fundamental part of our emotional, physical and psychological landscape.

Branding



**Powershop 4**

” They say:

As its successful predecessors, Powershop 4 unveils the latest and greatest retail interiors from all over the world. Featuring around 120 shop and showroom interiors, the book shows the current trends in this field. Included projects range from supermarkets to bakeries, from luxury fashion boutiques to sneaker shops and jewellers.

“ We say:

Excellent 'latest edition' retail review – 'work selected based on their original concept, creativity, innovative approach or the project's unmistakable wow-factor' works for us!

The shops featured have been realized by designers from around the world.



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High Tech Campus 48  
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