



Retail Lighting Drives Emotional Connections and Builds Brand

For the vast majority of goods that are purchased, consumers' ability and preference to see, to touch, to feel and to be emotionally engaged means that the bricks & mortar world of retailing has the opportunity to flourish. The question or challenge at hand is how retailing will change – not for its survival but instead to capture its full potential value for brands and to take advantage of online technologies rather than run from them. The topic is broad and is bringing IT, Brand, Design and Merchandising teams together in new ways to discuss marketing, costs, sustainability and big data. The most visible impact will be in the stores where the objectives are fairly clear: create and manage a customer experience to build brand and make sales.

Managing emotion and behavior is common in nightclubs where the mood of a crowd and bar sales are managed by adjusting the beats-per-minute of the music or at a concert where lighting whips an audience into frenzy with amazing effects. Retailers now borrow from the entertainment industry and are being informed by data from the online world - all made simpler with advances in digital technologies. Stores are managing the customer experience using brand and customer knowledge gleaned online to build their own audio and video play lists and even incorporating live events, like fashion shows, to create a compelling and memorable experience.

Notably missing in most retail environments is the use of lighting as more than a functional element. The payoff comes with lighting that drives emotion, behavior and brand memory while also reducing energy costs and minimizing maintenance disruptions. No brand has done this better in recent years

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than Apple. Its almost perfect, even and consistently white lit environments are immediately recognizable and comfortable. While the Apple store concept or the concert lighting experience are not appropriate for most retailers, control of quality, color and effect is possible and necessary to establish brand identity, drive sales, reduce energy costs and minimize maintenance disruptions.

Purposeful lighting is most important for luxury brands and goods. Effective lighting lets customers "see". Purposeful lighting becomes an asset, a gateway to brand value and increased sales. In an emotional purchase environment the difference between blue and BLUE becomes clear and shoppers



move from 'like' to 'desire'. Light that makes colors pop brings out the detail of textures in denims, leather and lace or makes tones appear richer and vivid bridges the gap between runway and retail.

Xicato's Light

Color scientists working with retailers, lighting designers and shoppers developed the Vibrant Series™ to make colors, textures and tones come to life and stand out in ways that weren't possible with conventional light. Blues and reds get an extra boost for emphasis and direction. Whites look crisp and sharper. Even the finest details in lace come into focus and create a "wow" moment. No light is better for drawing attention, featuring and highlighting displays or literally showing objects in the best light.

The "Beauty" department too benefits from better light, not just more lighting. Skin tones and complexions have to look right to their owners and friends. Artist Series™ light makes people look and feel good and healthy, and in doing so, helps shoppers select colors and hues that best suit their skin. It's natural light without the heat that melts makeup.

Light and lighting are an integral part of the in-store experience. Like audio and video technologies, the latest light technologies usher in an era where choice and preference can be applied to create compelling effects in the retail environment and enable more sustainable and socially desirable responsible efficiencies. No longer is the choice good light or energy savings. Now the choice is great light with purpose, color and consistency and efficiency.

See fashion and beauty in a new and better light from Xicato.