

Shoe shop (Best value for money)

Lighting as a sales tool

Some customers enter a shoe shop knowing exactly what they want. Others, the vast majority, will not know what they want until they see it. Personal advice from the sales staff is therefore invaluable, as are attractively arranged and lighted product displays showing a cross-section of the styles available. Some of these will come and go faster than the seasons, but the more classical styles will be sought after throughout the year. It is essential that your shop be given its own, individual look. A style that **sets it apart from others**, that has been carefully designed with its target group in mind.

Lighting is your main tool for **defending your shop's identity**. Your choice of lighting will help set the stage in matching your customers' **tastes and expectations**.



The shop character

Shoes are available in countless variations. The shop interior reflects this variety of choice by usually having different sections for men, women and children, and for formal, leisure and sports wear. The many product presentations are backed up by sales staff ready to give advice.

The lighting character

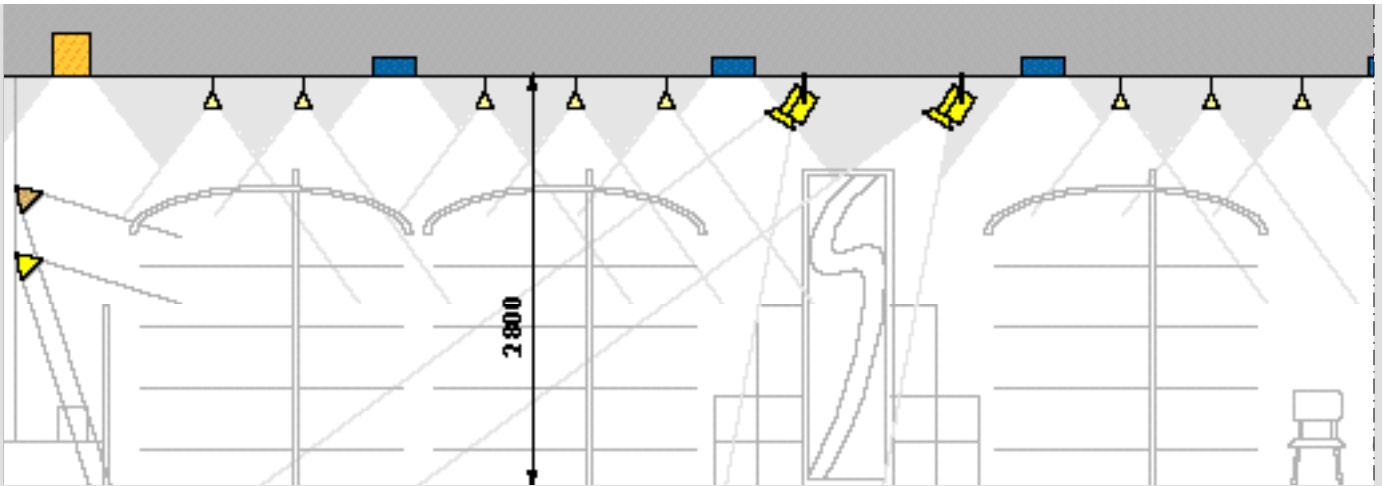
Lighting plays a very important role both in product presentation and in the creation of the image of the shop. This means that it is crucial to obtain the appropriate balance between the five basic lighting parameters: lighting level, colour temperature, colour rendering, and strength and number of accents.

In general, the lighting of a shoe shop should be of a **medium level**. Lamps creating a warm to neutral-white **colour impression** and giving good **colour rendering** should be used.

The accent lighting should create theatrical lighting effects (**accent**

factor) on the products. A large **number of accents** on the shoe displays: in a warm light colour for the leisure and evening shoes, and in a cooler colour for the sports shoes.

Lighting requirements		
general lighting level	medium	300-500 lux
colour temperature	warm/neutral white	2500-3500 K
colour rendering	good	R _a 80-100
accent factor	theatrical	10:1
number of accents	many	medium intensity



Section A-A

The general lighting

In this type of shop, shoes are generally displayed along the walls on shelves, but also on racks in the centre of the shop (especially during a sale). Recessed downlights (**FBS 245/226**) equipped with (**PL-C 26 W/83**) lamps will give adequate flexibility to the lighting, allowing centrally-placed racks to be re-arranged at will. The level of the general lighting is sufficient for the illumination of the counter top.

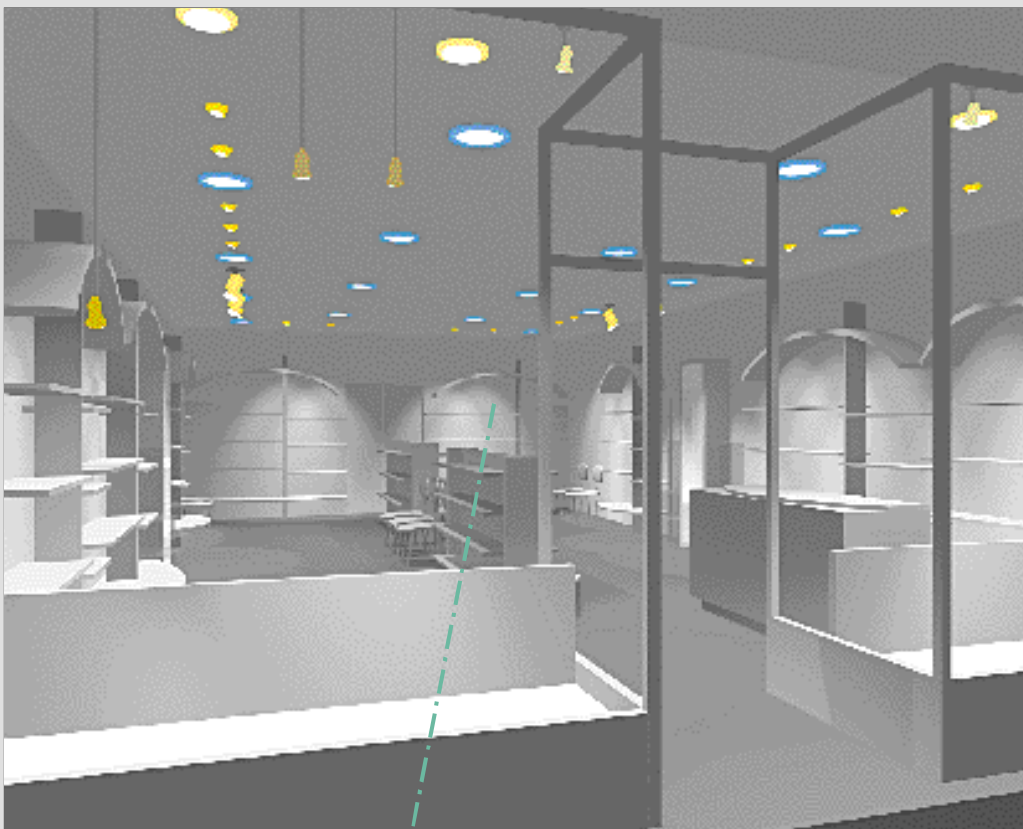
The wall display **A** in ground-plan

Shoes displayed on shelves should be seen to their best advantage and in such a way as to allow the different shapes, materials and colours to be compared. Small adjustable projectors (**QRN 306**) equipped with standard-line halogen lamps (**Standard line 12 V/50 W 24°**) and more powerful projectors (**60803**) equipped with "Mastercolour" lamps

(**CDM-T 70 W**) will provide a suitable illumination on the merchandise, from top to bottom.






















The shop-window **B** in ground-plan

Well-designed lighting creates shop-windows that sell. Potential customers will be attracted to the window and then, it is hoped, persuaded to enter the shop. The main obstacle to achieving this is the reflections in the window caused by bright daylight. The task of providing enough brightness in the window is made particularly difficult because of the mostly dark colours of the merchandise. High-intensity downlights (**MBS 145**) equipped with (**CDM-T 70 W**) in combination with halogen spotlights (**QRN 316 and QRN 356**) close to the merchandise, which will create dramatic effects and large contrasts, offer a good solution to this problem.



List of materials

The product types and quantities listed here are those needed to light the "standard shop" illustrated. To light the area in question, account should be taken of the actual dimensions of the area and the interior decor, making use of the luminaires at similar spacings to those shown.

Symbol	Qty	Luminaire	Type	Qty	Lamp	Type	Price
	16		FBS 245/226 D + ZZZ 245 White	32		PL-C 26 W/83	
	4		60803 White	4		CDM-T 70 W	
	4		QRN 316 White	4		Standard line 12 V/50 W 24°	
	4		QRN 356 White	4		Standard line 12 V/50 W 24°	
	20		QRN 306 White	20		Standard line 12 V/50 W 24°	
	4		MBS 145/70 TC + ZZZ 145 White	4		CDM-T 70 W	
	4		Baseplate ZZX 011 20 White				
	28		Recessed baseplate with transformer 3314-TS				

Address:

Contact person: