



creating the right Retail environment: why lighting is important



For retail stores today, the total customer experience is more important than ever in order to remain competitive. Creating an exciting and inviting atmosphere is crucial to retailing success and nothing impacts a store's visual environment more than lighting.

Lighting captures your customers' attention and delivers your brand in a unique and memorable way. Beyond the overall store's "feel", lighting plays a dramatic role in how customers view your merchandise. Great displays with the right light attracts customers, enticing them to buy. While using properly illuminated signage and displays, the customer's focus is intentionally directed to the merchandise, increasing the likelihood of an impulse purchase.



With the right mix of fixture type and lamp color, products are seen in the proper light, creating a better shopping experience, which of course leads to more sales. For example, lighting a jewelry display works wonders as bright light plays off the features of the gemstones. The same is true for products having highly polished finishes. On the other hand, if you are displaying apparel, bright and white light may wash out the product. Since having the right color can significantly enhance your products, LED technology has made it easier to maintain the color rendering needed while being highly efficient compared to traditional lights. With the quality of LEDs on the rise and costs on the decline, using this energy efficient lighting makes for a smart choice.

Design, color, cost and sustainability are important factors to consider when lighting your merchandise. If you are planning to refresh or develop a lighting design for your store's displays, the experienced professionals at Specialty Lighting are ready to assist with the creation of ideal lighting solutions for your application.