



Case study

Guess Kids

Location

Philips Lighting

Sandton City, Johannesburg, South Africa

Philips StyliD Compact Track BRG530 NB (Narrow Beam)

Philips StyliD Compact Track BRG543 MB (Medium Beam)

PHILIPS

sense and simplicity



"Energy efficient LED solution that fits the brand aesthetically, looks modern, is low in maintenance, and reduces the in store heat load, while complementing the strict international lighting and store design levels required by the Retail brand. Illumination "punch", enhancing the product, while reducing the specific connected load requirements"



StyliD offered substantial energy savings, excellent light quality, complete stylistic freedom, and significant maintenance savings.



Project info

Customer

Busby Retail

Project

Guess Kids Store

Location

Sandton City, Johannesburg, South Africa

Philips Products

Philips StyLid Compact Track BRG530 NB (Narrow beam)

Philips StyLid Compact Track BRG543 MB (Medium Beam)

Lamps Used

LED

Background

Busby is a leading wholesale and retail fashion group in South Africa. Busby Retail distributes extensive ranges of clothing, luggage, handbags, accessories, eyewear and footwear; all bearing international brand names, house brand names and private labels. As such Busby is innovative and dynamic which led them to approach SSLI (Pty) Ltd to assist with providing guidance on an energy efficient LED lighting solution that would complement the Guess brand, store location and customer profile while maintaining the quality and efficacy of lighting standards set by the Brand internationally.

The challenge

Traditionally Guess stores were designed with 70w MH and 35w MH lamps, providing high illumination levels and having a high CRI with emphasis on illuminating the product stories on display. However due to recent stringent changes to Landlords store design requirements, aimed at energy efficiencies required with respect new build and retrofit stores, tenants are required to reduce their specific connected energy loads, in particular lighting solutions used. As a result this often resulted in a reduction in the store light levels. A solution that would complement the retail brand while most importantly falling within the landlords shop fit out specifications that restricted the specific connected load of the store design to <math><34\text{w}/\text{m}^2</math>.

The solution

The SSLI design team modeled using Dialux the Philips LED StyliD lamps using various combinations of beam angle, CCT and efficacy levels. The existing planned store layout was used until levels of satisfaction were met and where necessary exceeded the Lux levels required. SSLI were able to justify the investment to the client with sound and Economic payback analysis that were supported with Dialux modeling and appropriate product selection based on the client's retail lighting requirements which SSLI have come to understand intimately.

Benefits

The Philips StyliD is a breakthrough LED concept combining design, the latest and most innovative LED technology and optical systems, and reliant heat management. StyliD offers substantial energy saving compared to halogen, light quality, complete stylistic freedom, and significant maintenance savings. StyliD is the first LED Luminaire to cover all accent lighting applications.

A mix of narrow and wide beam angles of the Philips StyliD Compact Track Lights in the BRG530- 25w and BRG543-40w range, as well as using a mix of 3000k and 4000k CCT ensured we achieved the highest CRI possible as required. Using the StyliD Compact Track Light also allowed us to provide a solution that most importantly fell within the landlords shop fit out specifications that significantly lowered the energy consumption and the specific connected load of the store design to <math><20\text{w}/\text{m}^2</math>.

GUESS



©2012 Koninklijke Philips Electronics N.V

All rights reserved. Reproduction in whole or part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use. Publication thereof does not convey nor imply any licence under patent or other industrial or intellectual property rights.