



Case study You Are Here fashion store

Location
Philips Lighting

Eindhoven, the Netherlands
CrispWhite



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PHILIPS



"I became particularly interested in the effect of light on glass and fiberglass and started incorporating it into my designs."

Jef Montes, fashion designer

Experience intense whites and rich colours with the new Philips StyliD CrispWhite



Project info

Customer

You Are Here fashion store

Location

Eindhoven, the Netherlands

Philips solutions

StyliD CrispWhite

Background

Up-and-coming fashion designer Jef Montes is making waves. Light waves, to be precise. The 25-year-old graduate of Arnhem's ArtEZ Institute of the Arts has already dazzled the world of couture with his highly unusual catwalk collections. During his studies he developed a fascination for experimenting with shape and with textiles. In his final year he became particularly interested in the effect of light on glass and fiberglass and started incorporating it into his designs. In the 'You Are Here' fashion store in Eindhoven one of his designs is on show.

The challenge

"Fabric has a mind of its own", says Jef. "It's fluid. It shapes around the body like water. But to achieve the effect I want, it's important to use the right amount of external light. If you only use artificial light, it can go all over the place. That's why I combine both natural and artificial." Understandably, retailers want their store concept to reflect their brand as accurately as possible. Until recently, this was often a stumbling block when it came to installing LEDs. The perception was that the digital light sources tended to make whites look dull, which meant that it wasn't possible to benefit from the cost and energy savings associated with the new technology.

The solution

Thanks to the new Philips StyliD CrispWhite, retailers can now enjoy bright, sparkling intense whites and saturated rich colours in a single light source. CrispWhite rivals halogen, allowing whites to appear bright, and colors rich and vivid, making them ideal for showcasing merchandise in retail stores. In the You Are Here - Fashion store, where a top piece from Jef Montes' collection was on show during the Philips Illuminesca event, CrispWhite speaks for itself. And seeing is believing. Achieving true interaction between light and - in this case - white fiberglass!

Benefits

The retail market is increasingly competitive, so it is vital that products are presented at their best. Philips is opening new doors in fashion retailing with its breakthrough LED recipe, employing an optimized light spectrum that offers consistent light quality for the convincing, attractive display of merchandise in retail stores. Which is good news for designers like Jef Montes, who want their collection to look its best on and off the catwalk.