

The power of seduction

Lighting is the key to persuading customers to part with their hard-earned cash

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Molton Brown, Covent Garden

It was essential to get the lighting right at the new Molton Brown store in Covent Garden. Molton Brown sells the likes of bath and bodycare products made from 'natural' ingredients in England. The ambition for the lighting scheme was to create harmony between the natural elements and the scientific processes at the root of Molton Brown.

Applelec's LED Light Sheet was chosen to backlight shelving in store displays. The Light Sheet is an 8mm-thick backlighting unit.

The interior colour palette is calm and neutral, and acts as a canvas for the more colourful Molton Brown products.

Colour and brand identity

Claire Hinkins, Molton Brown's 3D designer, says: 'The use of colour is a big part of our brand equity and it was therefore essential that we highlight this in the concept. The use of LED Light Sheet enhances the vibrancy of the mineral and botanical colours of all products, which in turn become a part of the interior scheme.'

The company considered it essential to engage its customers using 'play' points. Hinkins explains: 'The colourful base units act as a storytelling or navigational tool for customers. They pop because of the extra LED Light Sheet illumination.'

The LED Light Sheet was chosen for the store because of its combination of low heat emissions and




long life. The displays consume 12.5W per metre. This ensures that heat-sensitive products – such as cosmetics and candles – can be displayed on the lighting unit without risk of damage.

Matching colour temperatures

The 93 sheets create an overall operating load of 1,200W. General lighting is not included in this figure.

Hinkins says: 'We could not get the desired 5300K colour temperature for the perimeter pelmet lighting to match the LED-lit shelves. Applelec resolved this issue and is now providing matching LED strips.'

The use of the LED panels on the store's display shelves has added a vibrant character to the space. Retail's role is to entice customers. If they are drawn towards a product, they're more likely to buy it and in this case lighting acts as the key feature in the seduction. 

ENERGY DASHBOARD



1,200W

operational load

The lighting used in Molton Brown creates an enchanting and colourful shop floor, without damaging the sensitive products. The LEDs are not cause for concern when it comes to creams and candles melting, by not emitting heat. The total operational load for the lighting scheme is 1200W, using 93 units of various sized panels.



LED Light Sheet enhances the vibrancy of the mineral and botanical colours of all the products