

Find your look with Fagerhult

Welcome to the Lookbook for lighting. We want to inspire fashion retailers to use lighting as a way to express their brand and personality, like consumers use fashion to express theirs.

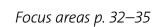
We have created four personalities with distinctive and diverse characters, fashion preferences and styles. They have each been given a shop that matches their character where we have developed the shop concept and the lighting design for each one.

Read and find out how lighting can enhance a shop's brand personality!

The Concious

Personalities Looks Shop concepts







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The Fashionable

The Fashionable is a person who knows what they want, and want the best and the latest. They are prepared to pay for the right fashion items, and it really has to be right. Following the latest trends in magazines and blogs is crucial. Perhaps they are bloggers themselves. They want their outfit to make a statement and are aware what statement different brands make.









Fashion bloggers

In the early 2000 fashion blogs started to appear online. They have become so powerful that they even affect retailers, collections and the fashion industry at large. The power they have on consumers is pivotal spreading their message not only on blogs but constantly over social media platforms.



Online shopping has forced retailers to use every tool to reconnect with shoppers. The feeling of a high-end boutique promises intimacy, personality and individuality – characteristics that are often lacking in the multinational chains.



Womenomics

85 % of all brand purchases within fashion are made by women. Investing in women as a consumer base in emerging markets is crucial.



Tips

Shop window

The shop window is one of the most important areas for retailers. The merchandise in the window needs to be displayed in a way that creates interest and gets the attention of people passing by. The shop window is a great way to market your shop and what is on display is crucial, as well as the way it is displayed. For example there is great potential in changing light settings depending on the time of day and whether the

shop is open or not.

To create even more interest it is possible to have a pre-set lighting program where lights can move, catching the eye of the passers-by.



Light setting when the shop is open.



Light setting when the shop is closed.



Aiming

Aim the light on the side of the mannequins face to make it feel alive.



After opening hours

When the shop is closed, and the general lighting turned off, highlight details to create depth and interest.



Mannequins

Two luminaries per mannequin will give the best light, provided the distance between the track and mannequin is correct.



Illuminate details

Use narrow beam spotlights on details to make them stand out.



Use accessories

Accessories like capcones are used to avoid glare, cut of beam angels will focus a beam as well as enhancing the profile and character to the concept.



Decorative pendants

Create atmosphere and increase the brand profile with decorative pendants.



Lighting tracks

Use two tracks, one in front of the mannequins and one behind, to create a depth in the window.

Controls

Use different pre-programmed scenes at night to create interest from people passing by. Or use daylight sensors to decrease the light levels during the day.

Tips

Inside the shop

There are different techniques to create an interesting lighting design that will contribute to the brand profile, create attention and ultimately increase sales.





Cove light

Cove light is used to:

- Make the interior more defined and enhance the shape of the furniture.
- Create interest and spark curiosity.
- Achieve visual separation; create a contrast between the object and the backdrop.
- Increase the lines of the space and dimensions you are in.



Colour temperature

Different colour temperatures are used to create an ambience in the shop and may also be used to change the ambience drawing attention to different areas within the shop.

Some merchandise look well in a warmer light and some in a colder. Also the colour temperature can be adjusted to the interior or merchandise. A wooden wall or gold jewellery can be illuminated with 2700 K but a marble desk or silver shoes will look better with 4000 K.



Entrance

The entrance has to appeal to the customers and create interest to move further into the shop.

- Use limited basic lighting on the floor.
- Focus should be on the first tables a few meters in side the shop, and on the walls.
- Consider contrasts, perhaps from a narrow beam spotlight, it will catch the customer's eye.

Different beam angles

To create a dynamic feeling there is a choice of different beam angels.



Spot is the narrow beam that will create great contrast. A narrow beam spotlight will be perceived as wider if it is a high ceiling height.



Luminaries with a medium beam angle are used to get a light that is less contrasting than a spot. Also, it does not give the sharp edges of a spot, but more a smoother distribution of light.



A flood will create a flatter, more extended light.

Get the look

Luminaires



The spotlight Touch, with an integrated driver, was chosen because of its clean cylindrical design. This results in a track and ceiling without the disorder of drivers aimed in different directions.

Also, Touch is a part of a large family of both track mounted and recessed spotlights with a variety of lumen packages and colours and a great colour rendering. The perfect solution for the perfectionistic fashionista.

"Illuminate with style."













Get the look

Luminaires





"One idea – many expressions."

Dino

The pendant Dino Net will make a statement in the shop and draws attention to the cashdesk area. Dino Net is available in this smaller version and an even larger one. Dino is a large familiy of products based on the same light engine in two sizes, with a vast choice of shades, or why not design your own.







Dino Cup



Dino Classic







Dino Opal and Dino Prismatic



Dino Kvarts



Dino Ring

Get the look Luminaires



Relay Spot G2

Relay Spot G2 is a petit spotlight used to accentuate products close up that will really define details. It will not take from the garments it is illuminating. Relay Spot G2 is also used in the shop window where it illuminates the mannequins vertically.



Control Track

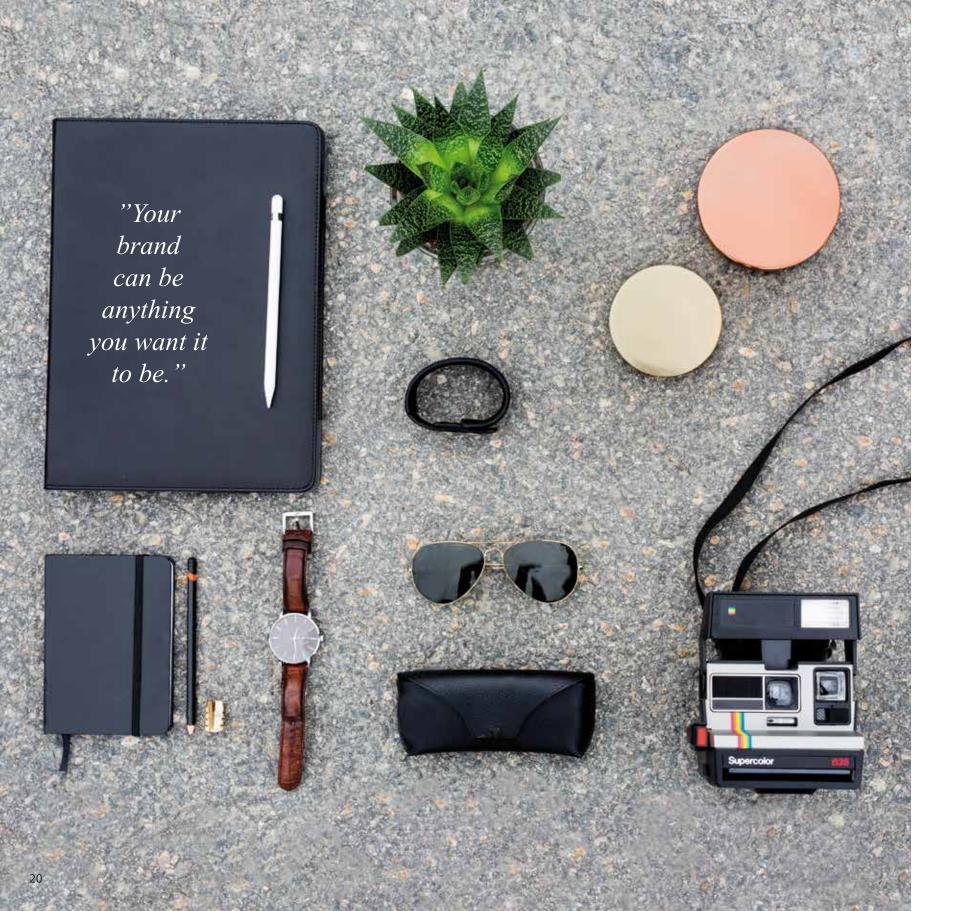
Control Track is used to be able to control the lighting in an easy way. It is easy to install and compatible with all luminaires with a Euro standard adaptor.



Using Lumiline as cove lighting will accentuate the shop interior as well as any architectural details. Integrating them in the podium makes the garments on the podium pop out and adds interest to the shop window.

The Urban

This is a knowledgeable person with a well-established and confident taste. You might know them as townies, hipsters, students, cultivated or independent. For them, fashion is an important statement of character. There should be a feel of quality and individuality to the shops they would like to spend time and money in, and an emotional and value-based connection to the brand.









Convergence Economy

In retail, hospitality, entertainment and art, borders are blurring as one lifestyle sector merges seamlessly with the next. Welcome to The Convergence Economy, where all the walls are coming down – and your brand can be anything you want it to be.

In a typical Convergence retail space, you can plan for an outdoor adventure, grab a coffee, get a haircut and pick up an arty independent magazine in one quick visit. Actually purchasing a product is an optional extra.

Community stores

Smart retail brands are making community their philosophy, using engaging experiences and educational spaces to create hyper-local hubs for showrooming and socializing rather than the hard sell. Retailers are using their physical stores to educate audiences about the products on show and the brand's values.

Personify

Making something unique and special turning away from large streamlined shops. Intimacy, personality and individuality are the essence of the shop concept.

Hipsters

The Hipster subculture lives on after years of proclaiming its death. Creative, arty individuals that values equality and intelligence will perhaps always live on. The hipster likes to be unique and has a specific taste. Ironically, their longing to be as far from mainstream as possible has made them just

"Intimacy, personality and individuality." 2 The shop The Urban concept is one full of character and personality. The shop is not only a place to buy but also a place to socialise, that is why the lounge area is one of the most important areas in this shop. An accentuated lighting, spotlights with barndoors and quite a dark interior create a good base for an artistic feeling.

Tips

Lounge area

A comfortable lighting makes people relax, stay longer and it adds value to the brand. To create the comfortable feeling there has to be lower light levels and no glare. Accents on floor, walls and interior combined with a warm colour temperature creates a cosy feeling.



Decorative elements

Decorative elements with luminaires are a way to create an inspiring environment and make a brand statement. This is increasingly important as regular shops compete with online shopping.

Work with contrasts

Differences in light create shape, form and structure in what we look at. This will create a more dynamic and exiting environment.







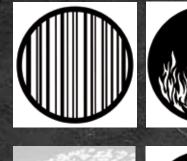


"Create effects with Gobos."

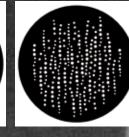


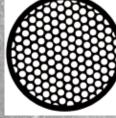
Gobos

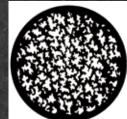
Using gobos give endless options in the choice of light effects for different purposes. It could be a creative way to communicate with customers through projected letters or highlighting different decorative elements, such as paintings on the walls, with beam shaping shutters. To increase the feeling even more, use gobos to project artistic patterns.



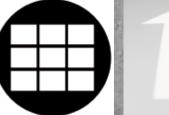






















where our product developers create custommade applications for a specific customer.

Depending on the circumstances, Fagerhult's on demand developers make the application attractive, optimized and maintenance friendly.



O.D.D – Dino Opal

This Dino shade is called Opal. The product is made O.D.D (On Demand Design) since the inside is covered with copper and the outside in decoration. black to enhance the individuality of the shop.



O.D.D – Tube with copper ends

On the wall there is a tube with copper ends mainly to increase and use the light as art and



O.D.D – LED philament

A light source with an vintage look of a light bulb, to create a feeling for a concept. Specially ordered depending what look and feeling you want to achieve.



Neo LED Profile

Creating a personal atmosphere is important for the target group of this shop. The spotlight Neo LED Profile and its gobos does this by creating patterns on the wall.



Lighting Track Pro

Lighting Track Pro gives you great possibilities to design your own ceiling system for track mounted lighting. This three-circuit system has a high loading capacity and the ability to form independent luminaire groups in all three circuits.



Lumiline

Lumiline is used as an integrated lighting to highlight the outline of the shelves and to illuminate the content.



Marathon Midi G2 spotlight with barndoors

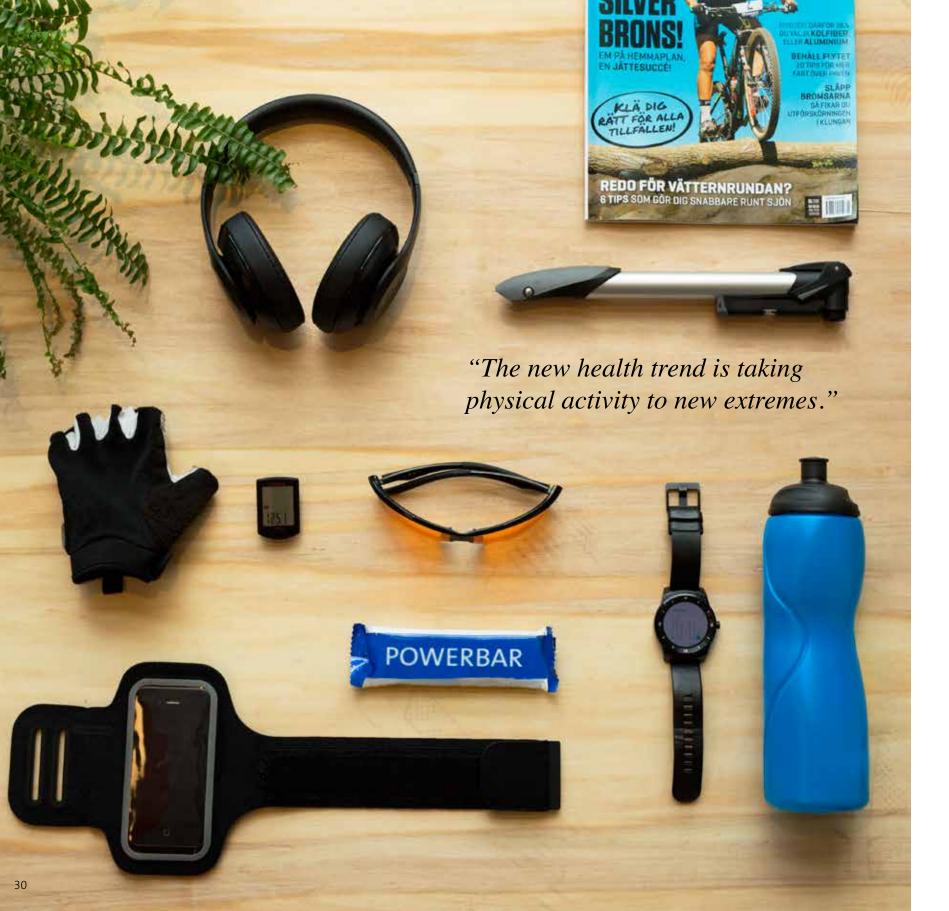
Marathon is a family of spotlights with a classic and clean design. Adding barndoors contributes attitude and creates a better light comfort. Other accessories available are capcone, honeycomb louvre, baffle and elliptic lens. Marathon comes in black, white and grey, and is available as both track mounted and recessed spotlight.





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Phygital

Forward-thinking retail brands are beginning to experiment with the offline/online strategy in mainstream spaces. Experiment creatively with digital technologies, that will make the in-store experience fulfilling and magical, creating a consumer loyalty, that will ultimately benefit both your brand and your bottom line.

Health

The new health trend is taking physical activity to new extremes. Outdoor basic, but still very hard, training seems to gain popularity. Mountain biking, road bicycle racing, marathons and obstacle course races like Toughest are some of the new popular activities.



Retailment

Possibilities to entertain the shop visitors are crucial. As the competition from online shopping increases the physical shops need to offer more in terms of entertainment and experience.

"Creating experiences."





The shop

This retailer has created a concept that strives to inspire the customer and create feelings. With light, sound and scent design the true environment of the different bicycles are reinforced. Choice of material in the different bicycle boxes, a bark trail for the mountain bike, grass for the downhill bike and asphalt for the race bike also adds to a genuine feeling. To further strengthen the brand and experience a movie will be projected as a back-drop to the different bicycles, clarifying their natural environment.

Focus areas

Tips Focus area

Contrasts

At a podium it is recommended to have a large contrast with more light on the merchandise and less on the floor. The larger the contrast the more the focus area will stand out.



Soft contrast with medium beam spotlights on the podium.



High contrast with narrow beam spotlights on the podium.

Colour temperature

Working with different colour temperatures on the podium than in the rest of the shop makes them stand out and creates a dynamic feeling in the shop.



3000 K on the wall and the podium.



4000 K on the wall and 3000 K on the podium.

Integrated light

Integrated light makes it possible to illuminate the object at a closer distance than when illuminating from the ceiling. This makes the texture and contours of the product pop which creates more interest and focus and will also save energy.



Miniature spotlights

Using miniature spotlights is a way to use integrated lighting while still illuminating items with accent lighting, which will make them more interesting.



Cove lighting

Cove lighting is also a good way to draw attention to certain areas.



LED-strip

LED- strips can be used as integrated lighting to create focus and indirect light in shelves and other interior.



Lighting Controls

Controls make it possible to create a solution that will create attention. Using sensors that will trigger a pre-set scene when someone is approaching is a way to do this.

Controls are also used on the wall with plants. This version is a pre-set scene, triggered by a timer to make the plants look alive, illuminated with a dynamic light with different colour temperature.



Sound and scent design

Creating an experience for the customer in the shop can be done with lighting, but also with sound and scent design. Involving more senses in a shop concept will add to the experience that the retail brand wants to achieve.

Get the look Luminaires



Marathon Spotlight

Cylindrical, discrete and energy efficient spotlight that is part of a large family of recessed and track mounted spotlights, and the main product in this concept. Available in black, white and a grey version.



Marathon Tunable

Marathon also comes in a tuneable version. Marathon Tunable enables you to change colour temperature with the same luminaire, within the white colour temperature. Varied colour temperatures change the impression of a displayed item. In this shop it will make the wall with greenery look alive when using different colour temperatures. It is available in black and white version.



iTrack

Fagerhult's own intelligent track system iTrack makes it possible to control the whole installation in an efficient way which has great benefits both when it comes to energy saving and creating an inspiring lighting concept.



O.D.D – Dino with wooden shade

Dino is a clever pendant where you can use the engine and apply it to several different shades. Here with a special made shade that matches the natural interior of the shop.







Razin

Razin is a wallwasher with lens technology. It can illuminate large surfaces, such as high and wide display walls. It gives a good and even light on the entire wall and can also be used to illuminate the back-drop of a shop window.



Relay Spot G2

This miniature spotlight will give accentuated lighting integrated in the boxes and aimed at the bikes.



miline

Lumiline is used as an integrated lighting to highlight the outline of the shelves, to illuminate the content and to create cove light. Lumiline is available in 500 mm, 750 mm, 1000 mm, 1250 mm and 1500 mm.









Conscious Living

Conscious Living means responsibility for those around us, citizens of the world and the world itself. More companies are becoming conscious since the values of consumers and entrepreneurs in many cases move towards a more responsible lifestyle. Sustainability and transparency are key words for these companies and consumers.

Slow fashion

As the wheels spin faster and faster in the fashion industry a counter trend has evolved. Slow fashion is about making products that last with a high level of design and quality, rather than garments that are cheap that you wear once.



Blond light and interior

The trend of responsibility has given the opportunity to create shops with a natural design, both when it comes to interior and lighting.

The interior is often in wood and the lighting is natural without accents.

"A place where choices are made."

The shop

The changing room is where choices and decisions around a purchase are made and therefore one of the most important areas of a shop. In a shop that focuses on genuine quality of their products a high quality lighting is crucial for the customer to be able to grasp the quality of the fabrics. The natural feeling is achieved with soft and even lighting and an interior in fair and natural colours.

Changing room

There are a few general ideas when it comes to lighting in changing rooms. The aim is to cover the whole body with vertical light from, for example, the mirror. If the light is directed only from above it is impossible to cover the whole body. By adding accent lighting you increase the experience and the texture of the clothes.

The lighting design to apply depends on the feeling you want to achieve and also the kind of garments the customers will try on. If there is one particular kind of item, for example swim wear, the lighting should be designed for that purpose. If there is as shop with a large range of products the lighting needs to be less specific, more versatile.







Save Energy

Every luminaire must have a purpose and not waste light on empty spaces. A well-planned lighting design with the correct amount of luminaires and the right levels is a good way to save energy.

Controls enable dimming the light levels and will this save energy. A dimmed LED-module also has a longer life.

Controls

There is possibility to control the lighting with the purpose of saving energy but more importantly to have a choice in achieving the light level of your personal taste. Having a low light level when entering makes it comfortable to try on clothes.

Different light settings

Below you can see different ways of lighting a changing room, both with accents or pendants. LED give the possibility to try out different colour temperatures.

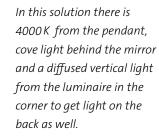


This solution has a pendant with 3000 K and no accent lighting. The cove light is 3000 K behind the mirror. This solution has a soft feeling and there are very few accents.



Tips Changing room

Accent light illuminates the customer from the front. This enhance shapes and the outline of the garment. Accentuated lighting with a warm colour temperature like 2800 K has a cosy feeling and complimentary colour of the face and body. The cove light gives an indirect, vertical light.





Here is the same solution as the top right but with 3000 K on the accent lighting and 4000 K cove light.

Get the look

Luminaires



Zone Evo

Zone Evo is a family of spotlights, recessed and track-mounted, with conical design. It has an efficient segmented reflector ensuring excel-



lent visual performance making it is especially suited to Illuminating high quality designs and fabrics and for use in the shop that sells such



quality garments. Zone Evo is available in different lumen packages, in Rich and Glow and with an adaptor for iTrack.



ODD – Window Frame







Lighting Control

In this concept the lighting is used to have low light level when entering the changing room. The lighting will be low and comfortable when entering but has the ability to increase the light level as you try on clothes. This will also save energy.



Crystal Clear

In our environmental initiative Crystal Clear we highlight the importance of thinking sustainably when creating future proofed lighting solutions. When you work with Fagerhult, you can rest assured that your lighting will be economical, as well as kind to the environment and human health, while at the same time stimulating creativity and promoting well-being.



Controlling the lighting in a shop gives the retailer various possibilities to save energy and increase the experience in the shop. There are several different ways to activate the controls depending on what function you would like.



Precense detector

When someone is approaching you can increase the light level in a certain area. It will create interest to approach this area and also save energy since the lighting does not have to be on all the time.







Manual controls

Manual control means that someone, perhaps a shop assistant, presses a button which activates a pre-set scene or sequence. This could be useful in a changing room if you would like to adjust the lighting to fit customer's specific needs.



Scheldual controls

The easiest way of managing controls may be to have a pre-programmed, time set schedule. At a certain time the lighting will change based on the lighting needs at that



Daylight sensors

Dim down the lighting in the shop window to save energy when there is a lot of natural light coming from the outside.



People shopping	Trends	What to consider at the different areas
		Shop window Entrance General area Cash desk area Lounge area Focus areas Changing room
Your lighting collection	:::	Design your own O.D.D luminaire



FAGERHULT | Creative Lab

Lighting Barometer

What type of lighting solution do you think would be suitable?

Light level

Light & even Dark & accentuated

Colour temperature

Warm

Flexibility

High recognition/shop identity



Creative Lab Retail A Workshop to find your look Do you want to

Do you want to work creatively together with us at Fagerhult to find the best lighting different kind of workshop.

Together with you we make an inspiring step by step analysis of your needs and demands resulting in the best lighting solutions to

Generate ideas with the concept development team

Knowing your brand and your customers is most important when finding the right lighting concept for your shop. At Fagerhult we carefully monitor trends and analyse what would be of most importance to your brand. We pay close attention to your requests and conditions to provide the best possible solution.



Mood boards, sketches and visualizations are made to capture the feeling of the lighting concept. Fagerhult can try out different solutions and different light settings.













After ideas are generated and confirmed we present a complete lighting solution with suitable products, light settings, colour temperatures and lumen packages. A retail concept is created.



When the first shop is delivered it is important for us to follow up to ensure the outcome is to our, and to our customer's satisfaction.

Bik Bok

52

Bik Bok in the shopping centre Kompassen in central Gothenburg is the first shop to adapt the new lighting concept with a range of decorative elements. The lighting concept is based on an idea of illuminated surfaces and contrast using LED-tubes. Fagerhult presented a range of luminaries to choose from, custom made for Bik Bok, to achieve the feeling they were looking for. By using different T8 lookalike LED-tubes a modern and creative design was achieved. Marathon spotlights are used as accent lighting.



BIKBOK

Volt

Volt is one of the Nordics largest multibrand concepts focusing on mens wear. In the Volt lighting concept each area is carefully planned with track and recessed spotlights and integrated lighting. The interior, such as wooden walls, golden-framed paintings, book columns and crystal crowns provide a luxurious atmosphere. An elegant design feature that adds to the library atmosphere is the green luminaires over the display tables and the cash desk. Small chandeliers give an extra luxurious feeling to the changing rooms.

Cubus

Cubus in the shopping centre PUB in Stockholm has a brand new shop concept. The lighting design consists of a mix of spotlight lighting and linear lighting using Fagerhult's product Notor. Its light lines create a visually exciting shop environment. The spotlight Zone Evo is provided with capcones and honeycomb louvers to avoid glare.

To create a feeling of one large shop and not two separate floors a giant lighting cube was designed and illuminated. The cube function as a large focus area and gives an experience in the entrance area. It has a mix of colour temperatures creating an exciting element in the shop and is equipped with controls to change the light levels.



Dressmann

Dressmann is a fashion chain for high end menswear at an affordable price. The shop in Mall of Scandinavia is an exciting concept really presenting the merchandise in a fashionable manner.

A black ceiling with pendant black lighting tracks and black spotlights in contrast with a fresh black and white interior design creates a contemporary and exciting shop appearance. Using integrated lighting in the interior helps creating that extra exclusive feeling and makes the interior pop. The customer specified a large, custom made decorative pendant above the cash desk in which LED with a cooler colour temperature was installed. Solely tight beam LED spotlights create an exclusive, slightly dramatic and above all modern look.



New Era

The New Era shop in Westfield Stratford was designed by Checkland Kindleysides. They chose Zone Evo – an edgy spotlight with a unique conical shape that sits well with their brand proposition.

A lot of drama and contrast was created with accent lighting and a flood beam spotlight was used in the perimeter and narrow beam on mid-floor. The customer was very happy with the result.



Naturkompaniet

Naturkompaniet is a premium Swedish outdoor retailer focusing on clothing and equipment for outdoor life and travelling. The shop concept is an inspiring environment with a clear nature profile using wood and custom made interior. The lighting concept consists of different output and beam angles, using mainly Zone Evo II, creating a visually exciting shop experience.



Uniqlo

Japanese lifestyle chain Uniqlo has opened a flagship shop in Oxford Street. The concept was aimed at creating a bright space while focusing on hero products. 話 概

Colour rendering was essential to emphasise the colourful product the brand offers.

The shop floor was illuminated with spotlights and Fagerhult's luminaire Diva was used to provide under shelf lighting, highlighting key areas and products.



Baltman

Baltman, one of the main players in the Baltic suit business was looking for a new lighting solution for their shop at Rocca-Al-Mare shopping centre in Tallinn.

Fagerhult's lighting solution focused on Marathon spotlights to create drama and modernity within the space.





Joy, Manchester

Joy is a unique fashion and lifestyle brand. Quiet eccentricity and a distinct British influence characterises every aspect of their brand from their bespoke shop interiors through to their lovingly curated collections. Their new shop in Manchester was lit with LED for an ultra-efficient solution which reaffirmed their brand identity.



JC (Ace)

JC (Ace) aim to be number one in denim with many exclusive brands and its own Denim Island. The shop concept uses of materials like concrete and granite, and cornflower blue as a signature colour.

Marathon spotlights mounted on a track and placed above the grid ceiling were used for general lighting, while Multilume Free was used to create standout squares in the ceiling.



Brice

Brice is a brand for men that want to feel good about themselves, looking elegant and attractive for an affordable price. Lighting is an important part of the shop concept. In the Brice shops Fagerhult has created comfortable contrasts with light by using Marathon Midi G2 spotlights in white and black in keeping with the ceiling colour.

Marathon is a stylish and energy efficient spotlight designed for track systems. In this concept the spotlights are used to highlight the merchandises on the walls and displays.





Monsoon

Monsoon is a British fashion brand for women and children. The concept has a light and fresh feeling with a lot of white interior but still accentuated lighting only aimed at garments and not used as general lighting.

The lighting enhances the journey through spaces with confident statements. The honest and personal feel of the Monsoon shop tells a playful story of a rich and decorative environment. Recessed and track-mounted Marathon are the main luminaries in this concept.





Luminaire collection

Track mounted spotlights







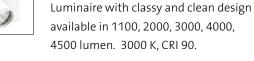






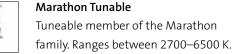


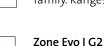


























Razin

Wallwasher for illuminating large surfaces. 3300 lumen. 3000 K, CRI 90.

Efficient conical spotlight available in

Efficient conical spotlight in larger size

for high ceilings with high output 3000,

Profile spotlight with a great choice of

accessories like gobos, dimmable from

0-100. 1700-1800 lumen.

4000, 4500 lumen. 3000 K, CRI 90.

1100, 2000 lumen. 3000K, CRI 90.

Zone Evo II G2

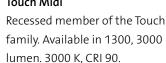
Neo LED Profile

Recessed spotlights













Marathon Midi G2

Recessed member of the Marathon family available in 1100, 2000, 3000, 4000, 4500 lumen, 3000 K. CRI 90.





Zone Evo I Recessed G2

Efficient recessed spotlight available in 1100, 2000 lumen. 3000 K, CRI 90.





Zone Evo II Recessed G2

Efficient recessed spotlight in larger size for high ceilings with high output 3000, 4000, 4500 lumen. 3000 K, CRI 90.

Accessories





Baffle ring

For Touch, Marathon and Zone Evo.





Barndoors

For Touch. Marathon and Zone Evo.





Honeycomb louvre

For Touch, Marathon and Zone Evo.





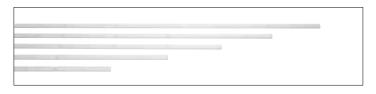
For Touch, Marathon and Zone Evo.



Elliptic lens

For Marathon and Zone Evo I.

Integrated light



Lumiline

Lumiline is a discreet linear LED strip for integration in shelves and other interior. 3000 K and 4000 K.









Relay Spot G2

Its integrated accent lighting enhances the interior, creates attention and gives a sense of space, even in the smallest inaccessible spaces. Available in a single and triple version. 1.5 m track with possibility to create special solution.

Tracks





Controllable, highly flexible track system. A full range of luminaires and emergency lighting in one slim, aluminium profile. Compatible with 3-phase and iTrack adaptor.





Control Track

Control Track is a controllable 3-phase track. It is easy to install and compatible with all luminaires with a 3-phase and Euro standard plus adaptor.





Lighting Track Pro

3-phase track, very easy to install. No need for cutting tool.

Pendants



Sweep

Available in two sizes and colours white, black, light blue, light green and orange as standard.

Luminaire collection





Dino Net

Luminaire body of aluminium in white textured enamel. White textile shade in two different sizes.





Dino Apollo

Luminaire body of aluminium in white or graphite grey textured enamel. Two sizes.





Dino Classic

Luminaire body of aluminium in white or graphite grey textured enamel. Two sizes.



Dino Cup

Luminaire body in aluminium lacquered in various colours. Shade in opal glass.



Dino Kvarts

Luminaire body in aluminium lacquered in various colours. Shade in opal glass.



Dino Opal and Prismatic

Luminaire body of aluminium in white textured enamel. Lined prismatic acrylic reflector.





Dino Silo

Luminaire body of aluminium in white textured enamel. Textile shade; white, black, grey or green.



Dino Ring

Luminaire body of aluminium in white textured enamel. White textile shade. Two sizes.

Fagerhult's Retail Lighting Offer

Understanding your needs

Knowledge is our foundation in our relationship with retailers, understanding needs and brand values. And, of course, knowledge about lighting – how it affects people and, most importantly, how it can be used as a commercial tool in a shop.

We can cover the entire spectrum of your lighting project – with high-quality products, education, concept development, project management, on demand design, lighting design, aiming and on-going maintenance.

Finding a lighting concept

There is a lighting solution for every brand. But how should you proceed to find exactly the right lighting for your shop? At Fagerhult we put a lot of effort into finding the right lighting concept for your shop with the help of our dedicated team of concept developers.



Visit our retail showrooms

We are happy to share our knowledge of light, commercial retail lighting, products, light sources and the importance of light for different concepts.

At our main office in Bollebygd, Sweden, equipped with modern technology and show-rooms, you are welcome to make a journey into the world of light.



Our luminaires – designed specifically for retail solutions

By working closely with our customers, concept designers and project managers we develop products that are specifically designed for the retailer's needs.

We have a wide product range of high quality with the latest technology and product development is focusing on efficient LED solutions. We have one of Europe's best equipped lighting laboratories for testing and certification of products.

Lighting design services

We know the importance of a well planned lighting installation in which every luminaire serves a function. That is why Fagerhult not only provides high quality products but also lighting design services of high standard.



A part of Fagerhult Group

Fagerhult Group is an international company with subsidiaries or partners all over the world. Fagerhult has been in the lighting industry since 1945. We develop, produce and market professional lighting solutions for public environments, both indoors and outdoors, such as offices, schools, retail, industries and hospitals.

Quick facts Fagerhult Group

Fagerhult is one of Europe's leading lighting companies, with 2,700 employees in more than 20 countries. Fagerhult develops, manufactures and markets innovative and energy efficient lighting solutions for professional indoor, retail and outdoor environments. Production units are located in Sweden, Finland, the UK, Germany, Australia, Turkey, South Africa and China. 2015 net sales amounted to MSEK 3,909.



Follow your expansions

Fagerhult is an international lighting company with a network of creative lighting professionals. This capacity enables us to provide an excellent service to retail chains in different markets. With sales companies and production units across the world we can follow our customer's expansions around the globe.

fagerhult.com/retail



AT FAGERHULT WE FEEL PASSIONATE about retail lighting. We want to create lighting that result in greater shopping experiences and enhance the commercial environment. It is important that the lighting solution generates feelings that reflect your brand.

In this Lookbook we present four different personalities that have very different preferences. To each personality we have created a shop concept adapted to attract the specific personality. We hope that this will give you inspiration to create a shop concept that is appealing to your specific target group.

FAGERHULT RETAIL AB

MAIN OFFICE

Rinnavägen 12 517 33 Bollebygd, Sweden Phone: +46 33-722 15 00 www.fagerhult.com/retail

Visit our website for contact information and addresses to our sales companies.

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