

interact Retail



Getty images

Light up new brand experiences

Is your store ready for the future?

Find out more about Interact Retail
<http://www.interact-lighting.com/retailfashion>

What if you could influence shopper behavior?

Attract, engage and convert shoppers.

People use fashion as a form of self-expression. This is one of the reasons why fashion shopping is strongly influenced by emotions and, consequently, by the store experience. Interact Retail aims to influence your shoppers' emotions and behavior. We do this by creating dynamic atmospheres that can vary seasonally, with collection changes or throughout the day. Our connected lighting increases brightness and contrast in your store and brings out the best in your collections' colors and textures. All of this is enabled by the highest quality of light. This will help you to attract, engage and convert your customers.



Scene management

Beautiful lighting is essential to a memorable shopping experience. Interact Retail Scene management provides the key ingredients to create the perfect lighting solution for you, aiming to increase both traffic and sales.

Your product displays change frequently, and so should your lighting. Our connected lighting and software make it easy to remotely re-aim your lighting and to change settings, colors and dynamics.

What's more, our 'Quality of Light' philosophy offers a wide range of options to suit all types of stores and merchandise, from high-end gowns to everyday loungewear.

Our unique Philips Fashion Proof Optics solution overcomes the limitations of reflector-based optics, allowing for 30% higher beam intensities with double the contrast and smaller beam angles. That's a lot of bang for your buck.

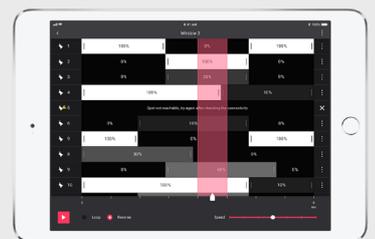


Interact Retail mobile apps

As a visual merchandiser, you need to be able to aim your lights, change settings and schedules, implement dynamic shows and content and move luminaires around. We make all of this possible with our user-friendly Interact Retail mobile apps. Our mobile apps also allow you to easily commission a lighting system without the need to hire experts. Controls and APIs enable all the smarts, as well as connections to third-party systems.



Interact Retail EasyAim app



Interact Retail Display app

Light attracts – Draw more people to your store

Standing out from the crowd is no easy task. After all, you have only a few seconds to attract a shopper's attention. This results in brands changing their window displays every two to four weeks.

The power of contrast

Thanks to Philips Fashion Proof Optics, we can increase beam intensity by up to 30% and double the contrast, as well as create smaller beam angles. This makes your store stand out, even on sunny days.

The power of motion

Motorized spots let you re-aim easily and efficiently with less than two-year payback. Dynamic lighting in shop windows can increase stopping power by up to 11%.

Light up the entrance

Invite your shoppers into the store with Philips Fashion Proof Optics. Guide the way with OneSpace luminous ceiling panels. As well as increasing light levels, OneSpace adds a visual skylight effect that can be easily adapted from warm to cool white.



“The shop window is the store’s business card. Light is fundamental to me. I am convinced that light can change the perception of the content.”

Ermanno Lazzarin,
Owner, Eral 55

Light engages – The longer people stay, the more they buy

Millennials are looking for a fun and exciting in-store experience. Despite the rise of online shopping, research shows that they still prefer to buy in a physical store. What's more, they expect to find something new every time they visit. Regularly updating your product displays is more important than ever.

The power of contrast

Create maximum impact by using the best quality of light. Philips Fashion Proof Optics and LED flavors will give you higher contrasts with more vibrant colors and textures.

The power of motion

Humans are hardwired to notice motion. That's why our dynamic lighting has such a powerful effect on product displays. With our software, you can design impactful scenes that spotlight the areas you want shoppers to notice.

Engage social media users

Turn your shoppers into promoters. 84% of millennials say that their buying decisions are influenced by content they see on social networks and messaging apps¹. Our selfie station gives you photographic lighting optimized for taking selfies. Turn your shoppers into promoters!



“The overall design brief always includes special attention to lighting as this has a profound effect on the mood of the store.”

Mark Valerio,
Head of Store Design,
Ted Baker

Light converts – The buying decision is all about emotion

Deciding whether to buy an item of clothing is based on emotion. You want your customers to feel their best at all times, from the moment they enter the store through to point of sale.

Maximize the impact of the fitting room

Ensure shoppers look good and feel comfortable when trying on clothes. Our fitting room lighting creates a flattering effect that increases both sales and customer loyalty.

Gentle message

Nowadays, digital screens are common practice in Fashion stores. They are an excellent technology to grab people's immediate attention. However, in areas where people spend some time, such as at the cash register or a lounge area, digital screens are often perceived as loud and harsh. For these areas, we have an elegant solution. Soft content on fabric-covered panels provides a comfortable atmosphere. The combination with digital projection creates a gentle communication that is elegant and friendly.



“The At Home mode is the most natural, this is what I like. Cool idea, I do not have to go home and try on again. The option to change the scenes is very much a plus.”

Top Secret customer,
32 years old

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