

COOLEGE™

FASHION RETAIL

You pay a lot of attention to how your merchandise is presented and the quality of the light used to highlight it...

Now you can apply your high standards to the general illumination that ensures a subjective sense of well-being for your customers.

Cooledge Luminous Ceiling products offer superior quality, energy-efficient lighting that delivers “immersive illumination” – a comfortable, glare-free illumination with great color rendering properties to allow skin tones to look healthy and the items for sale to look equally attractive when worn by the shopper contemplating a purchase.

IMMERSIVE SHOPPING EXPERIENCES REQUIRE IMMERSIVE ILLUMINATION

The resurgence of bricks & mortar retail is premised on creating immersive shopping experiences that incorporate new technologies but especially rely on delivering memorable physical environments that address the visual and emotional needs of shoppers.

A 2022 survey of retail executives (“retail TouchPoints”) asked a question:

“COMPARED TO TWO YEARS AGO, HOW IMPORTANT IS STORE DESIGN AND EXPERIENCE TO YOUR BRAND’S BUSINESS STRATEGY?”

THE ANSWER:

91% SAID IT WAS “MUCH MORE IMPORTANT” (55%)
OR “SOMEWHAT MORE IMPORTANT” (36%).

Immersive shopping experiences necessarily require immersive illumination to create a subjective sense of well-being for your customers, and Cooledge is the recognized leader in delivering the unique combination of large-scale, high quality lighting that makes your products AND your customers look good.



COOLEGE HAS A SOLUTION FOR VIRTUALLY ANY TYPE OF RETAIL SPACE



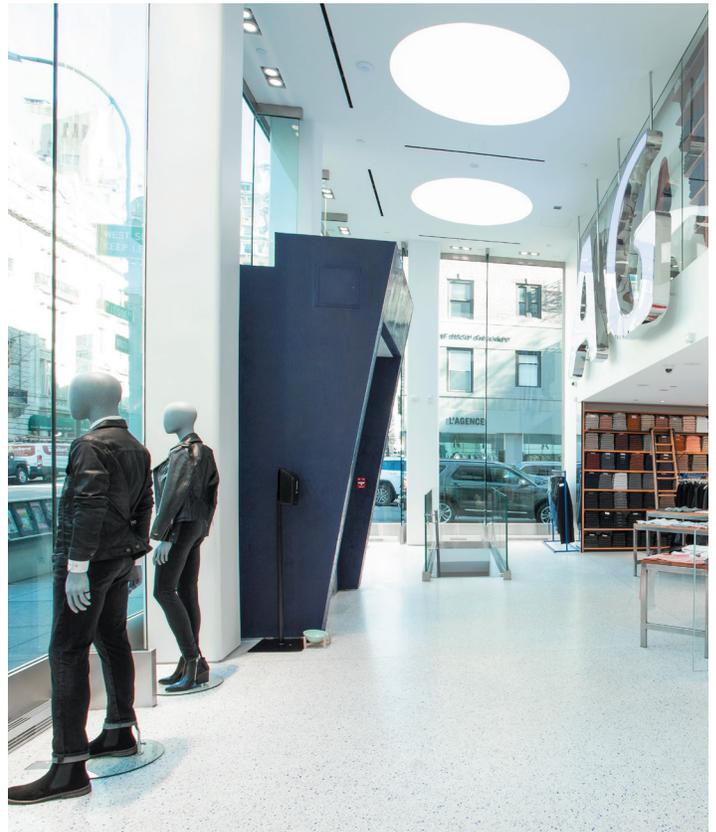
LARGE FORMAT LUMINAIRES WITH SIGNATURE SHAPES



FULL LUMINOUS CEILINGS TO DELIVER THE NATURAL FEELING OF THE OUTDOORS



ULTRA LARGE FORMAT LUMINAIRES AS A FOCUS OF YOUR SHOP



FLUSH MOUNTED SHAPES TO MAINTAIN A SENSE OF VOLUME



VIBRANT & COMFORTABLE

- Higher light levels without disturbing glare
- Visual emphasis on the total space
- An immersive introduction to your shop
- Complements point or linear sources OR provides all the illumination you need

LUMINOUS CEILINGS ALLOW YOU TO COMFORTABLY INCREASE LIGHT LEVELS TO ATTRACT CUSTOMERS WITHOUT DISTRACTING GLARE AND VISUAL CLUTTER, CREATING A CLEAN, VIBRANT SHOPPING ENVIRONMENT.

HIGH VALUE ILLUMINATION

- Uniform illumination emulates the natural feeling of being outdoors
- High color rendering ensures your merchandise is presented faithfully no matter where it is seen in the shop
- Tunable white options offer the option of changing the environment to suit the products on display



HIGH QUALITY ILLUMINATION ENSURES YOUR CUSTOMERS LOOK THEIR BEST



VERTICAL LUMINOUS SURFACES & DISPLAYS

- Guide the shopper's journey
- Highlight merchandise with high color rendering illumination
- Attract shoppers to enter your property



LARGE FORMAT GRAPHIC DISPLAYS

- Create a crisp and natural image
- Emphasize specific color tones in the image
- High level of illumination to create attraction

UNIFORM LUMINOUS SURFACES COMBINING BRILLIANT
TRANSLUCENT MATERIALS WITH HIGH QUALITY ILLUMINATION
ARE AN IRRESISTABLE ATTRACTION FOR SHOPPERS



UNIQUE FEATURES

- Large scale illumination used to backlight features such as the underside of escalators provides shoppers with a unique brand experience
- Alternatively, you can wrap the escalators to highlight your brand



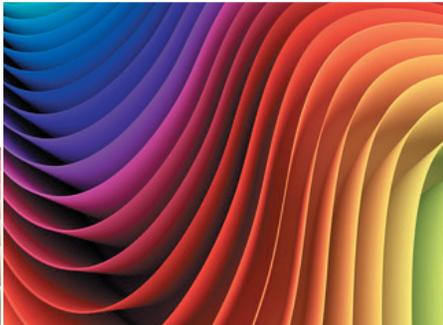
COOLEGE ENSURES YOUR PRODUCTS AND YOUR CUSTOMERS LOOK GOOD!

Point source lighting made for retail often has high CRI values for highlighting a blouse or a pair of boots, but that's only half of the sale. What about the people buying blouses and boots?

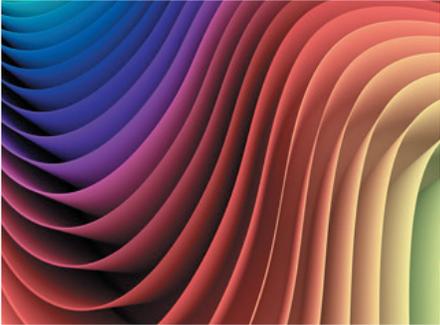
Cooledge Luminous Ceiling products all have color rendering (CRI) values >90 with exceptional R9 (red) values that you won't find in other large-scale illumination products..



**EXCEPTIONAL
COLOR RENDERING
(CRI > 90)**



**TYPICAL LED
COLOR RENDERING
(CRI = 80)**



**POOR
COLOR RENDERING
(CRI = 60)**



LOW R9 VALUES



SUPERIOR R9 VALUES

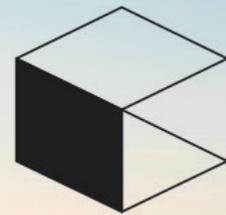
SUSTAINABLE SOURCING

Your corporate stakeholders and especially your customers are increasingly demanding more than just good products at good prices. They want to buy from companies that demonstrate a commitment to sustainability.

Cooledge has established itself as a leader in sustainability and corporate social responsibility (CSR) based on the 2022 result of an independent assessment that places the company in the top 10% of lighting companies that have been assessed globally.



91st
percentile



COOLEDGE™

Ecovadis is an independent sustainability monitoring platform that has evaluated more than 90,000 organizations in over 160 countries and in over 200 industries.

Based on 21 criteria, the rating assesses a company's performance in four categories: Environment, Labour & Human Rights, Ethics, and Sustainable Procurement.