WSP Retail Lighting Strategy

Lighting is crucial for retail environments. Good lighting triggers customers’ attention, creates atmosphere and defines the image of a space. It can also improve the way people use spaces and prologue the time spent in the store while providing good working conditions for the staff.

To create an impactful lighting strategy, WSP takes into account various factors:

- **Shop profile**: turnover, customer base and nature of the merchandise.
- **Smart technologies innovation**: data harvesting and management, light advertisement, WI-FI, Bluetooth, LI-FI.
- **Energy-saving technologies**: LED technology and lighting controls can help cut costs and waste.
- **Sustainability**: precise lighting strategy means less light is scattered, thus less power is converted to wasted energy.
- **Technical knowledge**: such as illuminances, uniformity and colour temperature, colour rendering index.

Whether it’s a supermarket or a major international development, WSP lighting expertise can anticipate, understand and respond to the needs of the developers, architects, retailers and their customers.
Lighting can be an effective merchandising and marketing tool. It intensifies the brand image and helps to create a stronger customer-brand bond.
The relationship with customers is a key factor in the design of retail space. In recent years, the introduction of personal devices and the development of collection and data management has created a direct connection with the customer. This allows designers to plan lighting landscapes specially designed to improve in-store User Experience.

Latest LED technology means not only saving on energy consumption but allowing precise control of light directed only where needed.

Solutions previously unthinkable are now possible. Choosing the right LED—colour temperature, colour rendering and even a specific range of colours—for a specific application can emphasize a detail or dramatically improve the overall atmosphere.
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Display and Engagement

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Atmosphere

Good lighting creates atmosphere helping customers relaxing, getting comfortable or excited about their experience.
Technical Knowledge and Functionality

As each area has specific requirements linked to its set up, the light must be distributed and applied in different ways, addressing each requirement with the right solution. WSP follows international lighting guides to ensure the right levels of illuminance, uniformity and colour rendering are correctly respected.
Architectural Lighting Leader
Sacha Abizadeh MSLL MCIBSE
Sacha.Abizadeh@wsp.com
WSP House
70 Chancery Lane
London
WC2A 1AF
WSP.com