Retail Store Lighting

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Summary: This is the book narration of Retail Store Lighting. This is part of the chapter of the book [Architectural Lighting](#) by Egan and Olgyay, 2nd Edition, Pages 271 to 271.

Successful retail store lighting creates dramatic spaces that motivate customers to purchase merchandise. Lighting should attract customers to the store and reinforce the theme and image of the store. Display windows can highlight merchandise to entice customers to enter the store. Inside the store, focus should be both on displays and merchandise. Use high luminance in stores where quick purchases are desired; lower levels in upscale stores where customers are encouraged to linger. Lighting should be free from glare and other visual noise and achieve comfortable brightness ratios. Merchandise should be lighted so that customers can accurately evaluate color, texture, and quality before purchase. A good visual environment, which facilitates evaluation of merchandise, may reduce returns of merchandise.

Retail lighting deigns can be *general* (to light the entire store from overhead), *perimeter* (to enhance space and accent merchandise), and *accent* (to distinguish merchandise from background and achieve sparkle). For guidance on mall lighting levels, refer to M.S. Rea (ed.), the *IESNA Lighting Handbook: Reference & Application*, Illuminating Engineering Society of North America (IESNA), New York, 2000, Ch. 17, p.16.
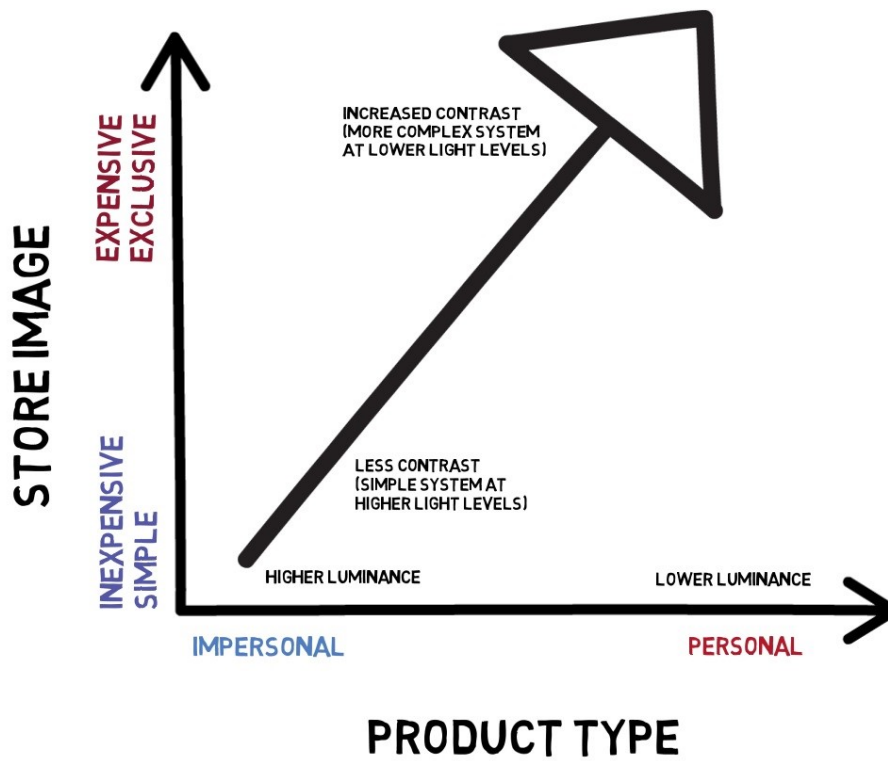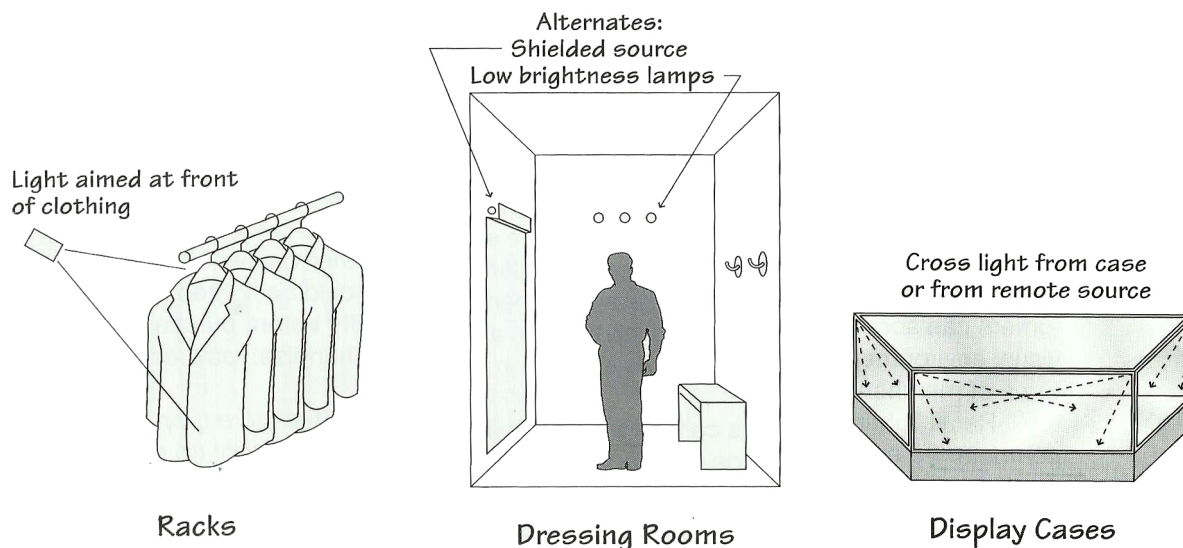
GENERAL LIGHTING

PERIMETER LIGHTING

ACCENT LIGHTING

Racks

Dressing Rooms

Display Cases

Checklist for Retail Store Lighting

1. Lighting should reinforce theme and image, guide customers into store, aid in evaluation of merchandise, and motivate purchases.

2. Light the front of the merchandise. Set light source aiming angles to avoid glare.

3. Use flexible lighting to accommodate changes in displays.

4. Do not clutter ceiling with fixtures. Where general lighting is low, use accent light for focus.

5. Do not damage the merchandise. Use remote sources or dichroic to light products that may melt. Use light sources that will not fade textiles.

6. Be sure lighting satisfies requirements for security and surveillance.

7. Use energy-efficient light sources.

References
C. Gardner and B. Hannaford, *Lighting Design: An Introductory Guide for Professionals*, The Design Councel, London, England, 1993, pp.123-133
M.S. Rea (ed.), *The IESNA Lighting Handbook: Reference & Application*, Illuminating Engineering Society of North America (ISNA), New York, 2000, Ch.17.
R. Whitehead, *Commercial Lighting Design*, Rockport Publishers, Rockport, MA, 1995.

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