

## Chapter 12: Retail lighting

### 12.1 Functions of retail lighting

For the retailer, lighting is an essential part of ‘setting out the stall.’ Lighting has four major roles in retail premises. They are:

- to attract attention
- to send a message to would-be shoppers about the nature of the shop
- to guide shoppers around the shop
- to display the merchandise to advantage.

Subsidiary lighting systems are needed to provide security after closing and to facilitate egress in an emergency (see Chapter 8). Examples of retail lighting design are available in Turner (1998).

### 12.2 Factors to be considered

#### 12.2.1 Shop profile

Retail premises differ on four dimensions: price, usage, range of products and sales style. It is the position on these four dimensions that determine the shop profile. Table 12.1 indicates the most common shop profiles.

**Table 12.1** Four common shop profiles

Shop profile	Prices	Usage	Product range	Sales style
Low budget	Bargain	Weekly	Wide	Self service
Value for money	Low	Daily	Limited	Social contact
Quality	Higher	Impulse	Wide	Shopping as fun
Exclusive	Expensive	Deliberate	Exclusive	Personal service

Shop profiles matter because different profiles have different lighting styles. Low budget shops tend to be big box stores using high level uniform general lighting with no accent or display lighting (Figure 12.1). Exclusive shops tend to be much smaller and use low levels of general lighting combined with strong accent and/or display lighting on the merchandise (Figure 12.2). Value for money and quality shops lie between these extremes, with both general lighting and some accent lighting being used.