

Press information

The fascinating world of fashion: Zumtobel luminaires light up Reserved Stores

Light touches every view. It takes us by the hand. It leads us into a world of bright colours and silky fabrics. Our hands feel the soft material. Our eyes are drawn to the displays. Inspiration tingles inside us. And we are fascinated.

Dornbirn, 5. December 2018 – Step into a Reserved Stores shop and you immerse yourself in a world of fashion where accentuated light actively entices you to browse. This is light that guides, presents and inspires. This is light that simultaneously underlines the unmistakably modern design of the Reserved Stores brand. This is light from the Austrian lighting manufacturer [Zumtobel](#), together with a team of in-house architects and lighting planners from [LPP](#) (the leading Polish fashion retailer which manages five fashion brands, among them the flagship brand Reserved). The stores skilfully surround the consumer with pleasant illumination that is perfectly aligned with the integrated store concept of the Polish fashion chain [Reserved](#) – a concept that Zumtobel is supporting since 2017 in Reserved Stores throughout Europe. The most recent example can be seen in Frankfurt, where a new shop opened its doors at the end of September.

[Active Light](#) – dynamic lighting moods that change during the course of the day – draws customers inside from the shop windows and entrance areas. Reserved Stores welcome shoppers with a modern atmosphere in an artfully staged world of light. Yet the lighting solution and the brand's hallmark ceiling construction at no point detract from the main attractions: the clothes, the collections and the styles.

The ceilings are black. And they have been left in an untreated condition. From this hang a series of white ceiling panels, whose reflective surface help bathe the shops in pleasant light. The store concept from LPP also incorporates diagonally running dark light-channels that cleverly break through the panels and give the stores their distinctive appearance. And of course Zumtobel worked closely with the client to develop and realise the perfect lighting solution. Black spotlights pick out the dark parts of the ceiling, while the white elements are equally embellished using a network of white recessed spots and track fittings. Take a closer look at this installation and it becomes clear that the luminaires have been precisely adapted to suit the store concept and underline the overall look of the shop with masterful lighting accents. Accents that tempt you to stay and make you want to try something. Accents that suddenly make it possible to experience fashion with all your senses.

Artificial light, natural feel

The colours are brought to life with specially selected LED solutions. These emphasise the naturalness of the various tones and underline every nuance. And every subtle detail. Carefully

developed True Gamut Rendering (TGR) technology from Zumtobel adds an authentic element to the clothes. It guarantees high colour rendering and expertly highlights different material properties. And why? So customers can almost feel the qualities of the garment just by looking. Indeed, every customer visit is touched by this natural effect, as Zumtobel employ brilliant colours to catch the eye and to captivate.

The core components of the exciting lighting-design concept are a series of spotlights and downlights from the [ONICO](#) portfolio. Bright, yes. Intrusive, no. Precisely optimised to suit the particular items, these fittings illuminate the clothes on display – on hangers or on mannequins. And when it comes to changes in season or collection, the luminaires can be easily reconfigured. At the same time, with the benefits of flexible positioning and straightforward adjustment, the [TECTON](#) LED continuous-row lighting system generates rich lighting moods in the window-based display areas.

The Reserved recipe for success

As part of the Polish LPP Group, the Reserved fashion and clothing retailer from Gdańsk, in the result of its active worldwide expansion which started in 2002, has now more than 450 branches in Europe, Asia and Africa. Reserved stores are designed in line with a clear brand image, featuring a lighting concept created by LPP design team. Since 2017 the project is realised by Zumtobel with the help of the [acdc](#), [Thorn](#) and [Tridonic](#) sister brands. This lighting concept uses clever accents and carefully chosen LED solutions to tick two key boxes: putting the focus firmly on the products and – crucially – blending seamlessly into the special architectural look of Reserved Stores.

“The collaboration between Zumtobel and planners from LPP resulted in clever lighting design and a holistic lighting concept. And then Zumtobel supplied us with exactly the right high-quality luminaires,” reported Olimpia Patej, Director of Investment Department at LPP. “The overall picture is perfect – and not just in the literal sense. Alongside the shop-specific illumination, we were also impressed by the comprehensive service and the professional project coordination.” Zumtobel looked after the project management for the lighting. Everything from delivery to the fine adjustment of individual components directly on site. From start to finish. The above-average size of the stores added to the complexity of the task, with shops like the new store in Frankfurt covering around 2600 square metres.

Zumtobel light also shines throughout the flagship stores in London and Berlin, where a combination of excellent location and impressive staging of the goods makes the hearts of shoppers beat that little bit faster. In addition, special ceiling-mounted lighting fields in the London store create a variety of captivating moods – a real eye-catcher, in every sense. Zumtobel has now lit up a number of Reserved Stores across Europe, including retail sites in Hamburg, Cologne, Munich, Warsaw, Budapest and Moscow.

Photos:

(Zumtobel / Photography: Henning Moser)



The Reserved fashion and clothing retailer has more than 450 branches worldwide. As can be seen in the new store in Frankfurt am Main, all the shops are designed in line with a clear brand concept. Particularly striking are the white ceiling panels, whose reflective surface helps bathe the stores in pleasant light.



Dynamic lighting moods that change over the course of the day – an approach known as Zumtobel Active Light – draw customers inside from the shop windows and entrance areas. In the Reserved Store in Berlin – like in the other shops – black spotlights are contrasted with white recessed spots from the ONICO portfolio and used alongside the TECTON LED continuous-row lighting system.



A modern ambience fused with an artistically staged world of light: The Reserved Store in London shows how the lighting solution, developed by LPP in cooperation with Zumtobel, has been planned and realised to specifically emphasise the naturalness of the colour tones. Carefully developed True Gamut Rendering (TGR) technology from Zumtobel guarantees high colour rendering and perfectly highlights the various fashions.

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About Zumtobel

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.