

 afterglow



3 tips for
improving
retail lighting



TIP 1

Create contrast

Is your lighting working for you? Too much light can make your space seem glarey and cheap, damaging its ambience ... plus it will wash out the colours of your products. Too little light can feel gloomy and will mute the colours and textures of your wares while making your space unappealing and hard to navigate.

The solution is contrast. Light your space with purpose using a mix of ambient lighting and accent lighting to create an enticing atmosphere that draws customers in while ensuring your products look their best.



before



after

TIP 2

Light up corners

Are you losing sales in dark corners? Accent lighting can help you make a feature of even the gloomiest corner of your store. For example, concealed led strip lighting inside shelving can make your displays come to life, drawing customers to your featured merchandise.

Recent research has proven that customers pick up twice as many items from shelving with integrated lighting. See the before and after photos above for how thoughtful accent lighting can help a shoe display shine.



before



after

TIP **3**

Create focus

How do you show off your best products? A thoughtful lighting plan can not only draw more customers to your store but will direct them straight to your key products.

Accent lighting is one strategy you can use to attract your customers' attention in both window displays and throughout your store. For example, spotlights can make an item stand out. See the before-and-after photos above for how the right spotlight can bring out the colour and quality of a jacket's fabric, while making it an attractive feature instantly that draws the eye.



Did you know that the lighting in your store can impact your sales?

Afterglow Lighting's expert lighting designers

will get to know your store and your customers before designing a stylish, cost-effective lighting plan to transform your retail space.

Our lighting plans can help you entice customers, draw their attention to featured products, and guide them through your store.

We combine the technical knowledge of lighting science with interior design expertise to make the entire process hassle free. We have you covered from consultation to installation, handling the design, supply (of the latest lighting products and controls), and installation.

Call us now on 02 9046 9985 for a no-obligation on-site consultation to discuss how an Afterglow Lighting plan can transform your business.



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