



LIGHT GUIDE

How to illuminate jewellery shops

FAGERHULT

Illuminate every detail

Customers can have big expectations and be filled with emotions when entering a jewellery shop; it could be a couple searching for an engagement ring or someone buying a present for a baptism or anniversary.

This is an area where big and expensive decisions are made; therefore it is important to create a comfortable and trustworthy environment according to the feelings of the brand. Lighting is an important part when creating a pleasant atmosphere, to be able to see the details clearly and also to display the items in the best kind of way.

To achieve this you need suitable lighting knowledge and the right products and solutions. In this Light Guide we will give you important tips on how to do it and suggestions on what kind of products to use.

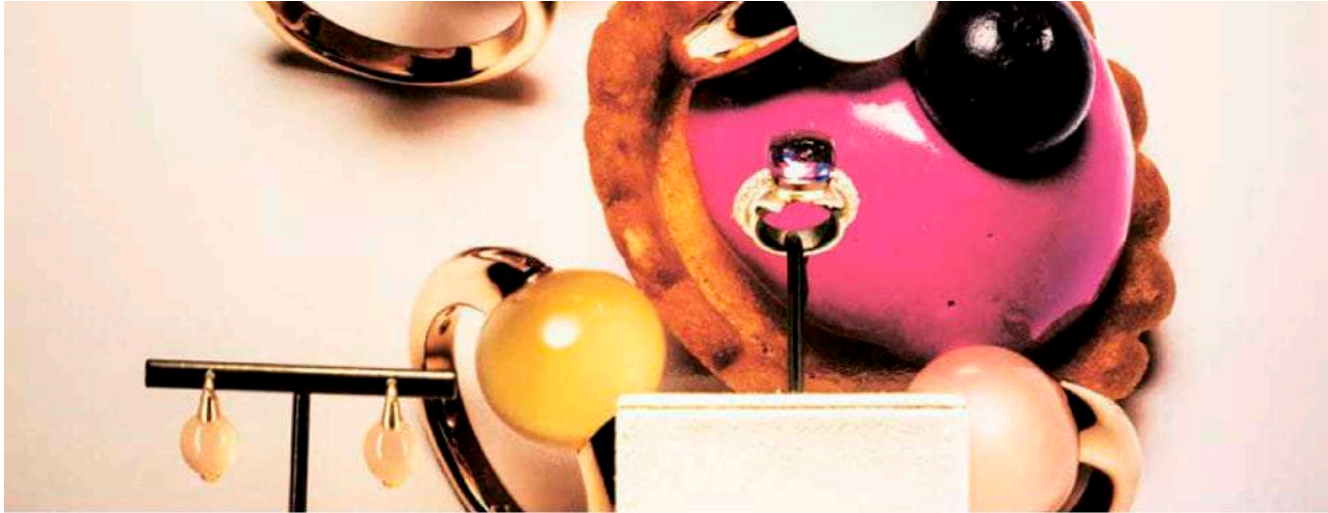
Enjoy your reading!



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”This is an expensive a



A pleasant atmosphere

When entering a jewellery shop the visitor should be welcomed with a pleasant atmosphere of visual quality and comfortable light levels. The customer should feel calm about choosing what to buy and when to do it, without feeling any stress.

When illuminating jewellerys, colour, shapes and texture are important factors, just as the lighting. A more dramatic light or focused light with narrow beamed spotlights is beneficial and creates a comfortable and dynamic atmosphere in the shop instead of a more flat general light.

Integrated light

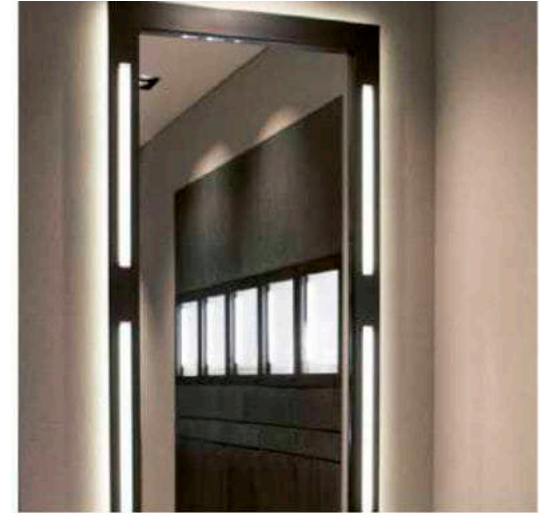
Integrated LED luminaires can create a stimulating environment where the light will not glare and disturb the impression. Narrow shelves, furniture and other displays can be illuminated with smaller luminaires optimised for integrated lighting.



Getting close to the products

At a jewellery shop it is all about seeing the details. The lighting should enhance the items and therefore it is important that the lighting does not create glare.

Jewellery shops have many displays with products arranged by campaign, season or brand. Try to distribute the lighting in these spaces so that the customer can get close to the products, seeing the details.



Mirrors

It is important to think about the lighting in front of the mirrors. Use integrated light in the mirror and illuminate with spotlights obliquely from the front. This provides flattering facial lighting.



Light temperature experiences

In general it is common to use a warmer colour temperature, around 3000 K, in a jewellery shop. But it also depends on the brand values. Accentuated warmer light gives a nice atmosphere in the shop. But if the brand is focused on being exclusive a colder light can trigger such an experience.



Pro



Relay Spot
 Relay Spot is a miniature LED spotlight suitable for furniture applications. It can be generously aimed and tilted towards the products.



Marathon recessed
 A classic cylindrical shape with a distinct trim ring. The recessed version can be used as a discrete downlight semi recessed spotlight or fully extracted spotlight.

Display window

The display window is where the brand is introduced, it is the shop's front, giving the first impression to the audience. The architecture and lighting design needs to work together to capture attention. The space must take every opportunity to show the shop's brand and offer. It is not easy to stand out in all the visual impressions that a customer is exposed to in retail. Attention can be created with a good mix of displayed products, the interior and the lighting.

It is not always the brightest display that gets the most attention, it is the one that touches the observer, and here lighting plays an essential role.



Our eyes see by comparing light and dark spots. To illuminate with large contrasts with spotlights the items in the window can be more visible than if it is only bright light in the display. The large contrasts creates an interest that can inspire and make the customer enter the shop.



Cashier desk

The cashier area should function as a central piece in the shop, illuminated both for function and as a decorative highlighted element.

The cashier desk is one of the most important areas to illuminate well. Use luminaires and accessories such as cap cones or honeycomb louvre to lower the risk of glare. Also consider illuminating the vertical surfaces such as the sides of the desk, walls and different stands at the desk.

This can be made with track mounted luminaires or with recessed ones in the ceiling.

To further highlight the cashier use decorative luminaires that stands out, such as a LED pendant.

If there is a table showcasing the jewellery, pay attention to the lighting. Warmer ambient light gives a more comfortable feeling in which the customer gets a nice experience of the items on display. This also depends on which brand it is and the feeling the brand want to evoke.



Terzo

This is a simple yet beautiful LED pendant that will bring a cosier atmosphere. Terzo is available in several different colours suitable for different brands.



Notor LED

Notor stylish lines help us to understand depth and gives us the visual knowledge. Use a pendant or recessed version.



Gold

Just like any metal gold reflects the light as a mirror which means that all light from the luminaires that is aimed at the jewellery will be shown in the item. This is important to think about when illuminating jewellery.

If several small light sources is used, it will sparkle as stars in the material which can have a disturbing effect. By using luminaires with a wide light distribution this can be avoided and the reflection of the light will instead feel natural and adaptable in the shape of the item.

The experience of the jewellery is based entirely of the shape of the object, but it is not wrong to have some glare in the jewellery to make them experienced as extra exclusive. Gold is favourably illuminated with a warm colour of light, around 3000 K.



Silver

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It is also
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Product suggestions



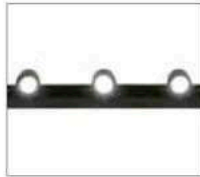
Marathon Tunable
This luminaire offers flexibility with only one luminaire. Switch white light temperature from 2700–6500 K and change temperature after displayed item.



Marathon Glow
This LED spotlight is tailor-made for illuminating and enhancing warmer colours and therefore suits gold in an excellent way.



Zone Evo, 2700–3000 K
Use a warmer temperature of the popular LED spotlight Zone Evo. It comes both as spotlight and a recessed version.



Relay Spot
This is a miniature LED spotlight with 3000 K suitable for furniture applications. It can be generously aimed and tilted towards the products.



Marathon Tunable
This luminaire enable you to switch white light temperature so that it gets just right. Regulate between 2700–6500 K and change between different displayed item:

Langaard

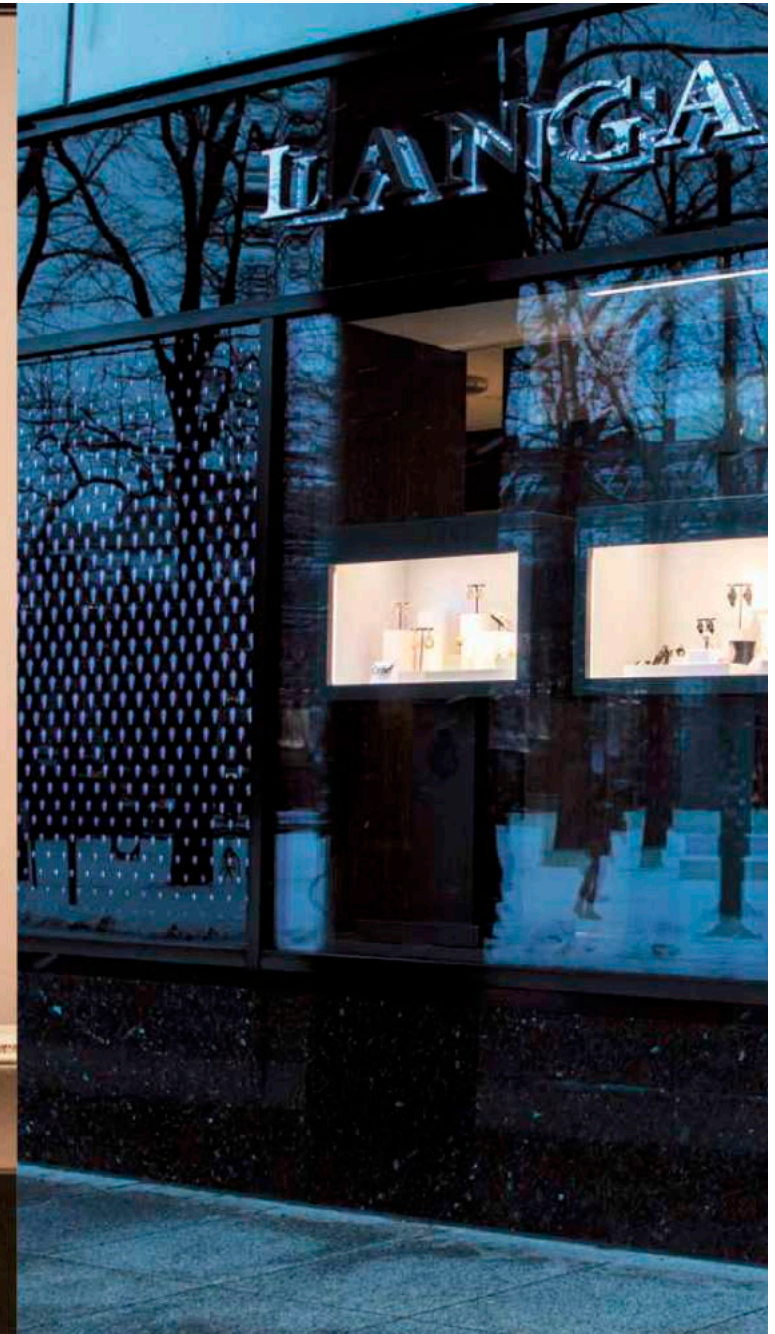
Conrad Langaard is the owner of an exclusive jewellery shop in Oslo, Norway. He contacted Fagerhult as he was about to renovate his jewellery shop to one of world class.

The recessed luminaire Noc is placed along the walls and over the cashier desk to create a soft base for the concept, the light from Noc also functions as the general light.

A blue colour filter is used over the desk to accentuate the jewellery.

The jewellery boxes are visible from both outside and inside, these are illuminated with Diva II LED lists with 4000 K. They are mounted inside, on the side and the top, of all boxes.

To front the products Relay spot with 3000 K is used. This gives a good mix between warm and cold light. Every middle spotlight on Relay has a blue colour filter.





14 REFERENCE



At Fagerhult we feel passionate about retail lighting and can cover the entire spectrum of your lighting project – with high-quality products, education, concept development, on demand design, light planning, aiming and on-going maintenance. In this Light Guide we will give you tips on how to create a sustainable retail environment and give suggestions on what kind of products to use.

Fagerhult is a part of the Fagerhult Group, one of Europe's leading lighting groups, with about 2,400 employees and operations in approximately 20 countries around the world.

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