

LED Lighting Case Study – Fashion Retail

JT Surf, Munno Para Shopping Centre, SA 5114

26th November 2015



Opportunity:

The Zorich Group made the decision to relocate their JT Surf store, within the Munno Para Shopping Centre, to a larger Tenancy, and wanted to maintain the fresh new style they had created with previous store refurbishments. One large element of the store fit-out was lighting, an area of significant importance due to the retail environment. A previous fit-out had proved to be quite costly, to achieve the desired look, so Southern LED Solutions were engaged to work side by side with the Zorich Group Interior Designer, in order to supply LED lighting that would enhance the store appearance, maintain the consistent branding and style, whilst being more cost effective than previous suppliers.

Southern LED Solutions Role:

The first step was to review the proposed floor plan and determine the 'best-fit' LED lighting solution, considering the following factors:

- Light levels required (lux output).
- Type of light fittings required to maintain branding (Design, Colour finish, Style).
- Colour temperature and CRI (Colour Rendering Index) of lighting (Store Aesthetics).

The next step was to assess and confirm the overall LED lighting solution, that would achieve the outcome the Zorich Group required for their JT Surf store, outlining the following:

- Type of light fittings to be used, including quantity, colour temperature (4000K), finish colour (black) and style.
- Detailed specifications of LED lighting supplied (Important for installation contractors).
- Overall costing (Budget input).
- Lead time to supply LED lighting products (ensuring project critical path wasn't impacted).

Success:

Southern LED Solutions liaised with the Zorich Group throughout the complete store fit-out process, ensuring the final lighting layout was effective, and all LED lighting products were delivered on time and within budget. Communication with the electrical contractor carrying out the installation was also regular, to make sure any technical support required was provided. The final result was amazing, with the store being effectively lit and all branding elements maintained. By installing LED lighting, the Zorich Group have not only improved the overall look of their JT Surf store, they will also benefit from significantly reduced power and ongoing maintenance costs throughout operation, compared to the previous store, which housed traditional lighting forms such as halogen and metal halide. Southern LED Solutions continue to work with the Zorich Group, regarding other retail stores within their portfolio.

Fashion Retail Store LED Lighting Conversion

The LED Installation Detail:

Below is the detail of the lighting installation, showing the type and quantity of SOLAS LED fittings.

6 x 30W LED Shoplights (2x15W) 4000K, Black Trim



12 x 45W LED Shoplights (3x15W) 4000K, Black Trim



22 x 25W LED Track Lights 4000K, Black



6 x 150W LED High Bays (45° PC Diffuser) 4000K



4 x 22W LED Tube Lights, 6500K



The Result:

Below is what the JT Surf store at Munno Para Shopping Centre looks like in operation, with all SOLAS LED lighting products installed.



Client Testimonial – Ashleigh Barry (Zorich Group Interior Designer):

"Thank you to Southern LED Solutions for providing the light fittings for the new JT Surf Munno Para store. The process was made easy from finding suitable fittings to suit the design of the store, to ordering and making sure the fittings arrived within our required time frame. They kept us up to date with lead time of the products as well as making sure everything we required was available to us when necessary. We are very happy with how the lighting helps to highlight our product and will be certainly using their LED products in all future projects."

Contact

For any questions or queries regarding this case study please don't hesitate to contact:

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“We look forward to partnering with you for all your LED lighting needs”

