



## Case Study

Project: Lacoste, Berlin, Germany  
Philips MASTERColour CDM-Tm Mini 20W  
Philips HID-PrimaVision Mini gear 20W  
Philips MASTERColour CDM-T 35W

In March 2005, a new Lacoste boutique was opened in an elegant neo-Renaissance building on the Kurfürstendamm, Berlin's most prestigious shopping street. Like in all other new Lacoste stores in Germany, the lighting is Philips MASTERColour Mini.

### Background

Lacoste is one of the most famous designer companies in the world. Named after the great French tennis player René Lacoste, the company, with its instantly recognisable

crocodile logo sold almost 50 million items in 2005, through a global retail network that includes 870 dedicated boutiques.

This number is constantly increasing, with all new boutiques designed according to a 'lounge' concept. The idea is to create a calm, clean and laid-back atmosphere inside the shops, with plenty of curves and a minimum of straight lines.

### The challenge

"Initially the lighting in the boutiques was provided by 50W halogen lamps," says Oliver Klöss, the Lacoste Merchandising Manager for

**PHILIPS**  
sense and simplicity

“All new German Lacoste boutiques are equipped with Philips CDM lamps. We are convinced of the benefits, and will recommend them to our headquarters in Paris.”

Germany and Austria. “But parts of the stores were too dark. The colours didn’t look right either; I thought the halogen light was too yellow.”

In addition, the heat from the halogen lamps made some shops almost unpleasantly warm. “Our air-conditioning costs increased. We would have had to upgrade the system simply to compensate for the lamps,” he continues. After raising the issue with headquarters in Paris, Lacoste in Germany was given the go-ahead to use a different lighting concept.

#### The solution

“Lacoste wanted to switch from halogen to CDM, and we chose a solution based on the Philips MASTERColour Mini 20W,” says Sven Burike, managing director of PGLicht, the lighting design agency.

“No one else offered a CDM with the same compact dimensions. This was important because the existing recesses were only 12cm deep. Approximately 65 MASTERColour lamps are used in the Berlin store. Around 50 MASTERColour Mini 20W lamps are positioned close to display racks and shelves to illuminate the merchandise, while a further 15 MASTERColour CDM-T 35W lamps are mounted nearer the middle of the ceiling for general atmospheric lighting. Dennis Goemann, engineer and manager of ID-Construction, took care of the implementation.

“With MASTERColour Mini 20W there is somewhere in the region of 50% more light and 60% less heat than with the same number of 50W halogen lamps,” says Oliver Klöss. “Furthermore, energy costs are reduced. There has also been a noticeable improvement in terms of lamp replacement. The CDM lamps have a much longer lifespan, so installer visits are much less frequent.”

“We now use Philips CDM lamps in all new Lacoste boutiques in Germany” says Sven Burike. “They bring out the colour of the clothing better, brighten up the shop, yet give the same ambience as halogen. They’re perfect for this kind of situation.”

The impact of the new lighting seems to extend even further than improving conditions inside the shops and reducing maintenance. “Our sales figures in Germany are considerably higher than before,” concludes Oliver Klöss.



## Fast facts

### Project

Lacoste, Berlin, Germany

### Project team

Lacoste, PG Licht GmbH, Philips Lighting

### Products

- Philips MASTERColour CDM-Tm Mini 20W and Philips HID-PrimaVision Mini gear 20W
- Philips MASTERColour CDM-T 35W

### Benefits

- Brighter, more welcoming ambience
- More accurate colour reproduction
- Less frequent replacement
- Considerably lower heat output



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