

PROJECT LIGHTING SOLUTIONS



Retail Lighting

Cotton On Kids Macquarie Shopping Centre, NSW

New Cotton On Kids Macquarie store utilises Aglo's lighting design services and 'Vivid LED' fitting supply, including an interactive coloured light feature.



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your lighting experience*



Opportunity

Cotton On is an Australian retail chain founded in 1991, known for its fast-fashion clothing for men, women, teenagers and children. It has almost 1,200 stores in 12 countries, and operates Cotton On Body, Cotton On Kids, Rubi Shoes, Typo, T-bar, Factorie and Supré.

This Cotton On Kids site at Macquarie Shopping Centre in NSW is one of five Kids stores that Aglo have provided lighting design services and fittings for to date.

Solution

Lighting Design

Part of the lighting design requirement from Cotton On Group included a lower lux level in the baby clothing area, due to the lower height of the plastered ceiling. For this area we specified Pivo-Midi downlights, which allow for greater angling flexibility with up to 45° tilting.

Another part of the design brief was to use spotlights that were able to aim towards the top shelves where mannequins and stock would be placed. Our lighting design team found the best solution for this was to use surface mounted track as an alternative to suspended track. This positioned the Venice Mini spotlights close to the ceiling to create direct light on the highest shelves in the store. Queens Adjustable downlights were installed throughout the shop floor and entrance, achieving 1000lx for general floor space and 2000lx on the gondolas. For the shopfront window, track mounted Wally wall washers were used to evenly illuminate the large format posters which would be normally displayed.

Coloured Shadow Effect

For this Macquarie store, the client wanted a specific coloured shadow lighting effect for the kid's 'fun stuff' play area located at the back of the shop. Aglo sourced various types of colour filters to suit the Times Maxi spotlight. We tested the quality and effects of the filters and trialled different spacing of the spotlights to provide the best solution for the feature. Three spotlights, each with either red, blue or green filters were installed onto surface mounted track and angled towards the floor of the play area. When a child steps in front of the lights they will be able to see their shadow in red, blue and green cast on the wall.

Vivid LED

All fittings provided for this store feature the new 'Vivid LED' chip in a colour temperature of 3000K. This new technology creates beautifully saturated colours and can represent a full range of fine colour gradation in comparison with a standard LED chip. This ensures that the colour of clothing merchandise appears the same inside the store and outside in daylight, especially for blues, greens and reds.

Aglo also supplied Sirius LED battens for the back of house area and the illuminated emergency signage.



Testing of RGB spotlight filters

Products Used



Venice Mini



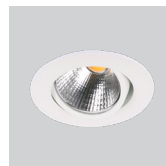
Wally



Times Maxi



Pivo Midi



Queens Adjustable



Powertrack



Sirius