

## **Next-generation shopping experience – in Ansorg’s compact fitting room, now featuring a unique ceiling light**

Passionate shopping enthusiasts will be fantasising about their next shopping experience now that lighting specialist Ansorg has upgraded its compact Youzon fitting room, which is designed to be a feel-good retreat. The indulgent light, which flatters the user’s appearance, has now been perfected with the Lightshower ceiling luminaire. “This innovative ceiling module with precisely coordinated reflectors delivers an incomparable lighting result and will replace conventional ceiling panels and downlights,” explained Niklas Reiners, Light Application Manager at Ansorg. In conjunction with the compact fitting room design, it offers high street retailers a great opportunity to scale up their sales. All the first and second generation features have been incorporated into an area of one or two square metres – depending on the store’s requirements – to create a smaller yet equally impressive personal stage for fashion-conscious consumers.

“We wanted to develop a compact yet effective fitting room that reflected market requirements and promoted sales,” continued Niklas Reiners. The dimensions ensure that it can be integrated into a variety of architectural settings. It is a modular system that can be adapted to requirements, yet still incorporates diverse lighting options to provide a unique shopping experience.

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The solution comprises three central lighting modules.

**Lightshower:** This new Youzon lighting module immerses the entire fitting room in soft and uncompromisingly clear basic light. The concave frame of the 70 x 90 cm soft-reflecting ceiling module provides even and dazzle-free illumination to create a natural and bright base.

**Bodylight:** Homogenous indirect lighting via one or two reflector panels installed next to the mirror adds dimension to flat structures. The dazzle-free light also ensures sparkling eyes with clear whites and harmonious highlights to promote the customer's positive self-perception of the image in the mirror.

**Prooflight:** The backlights on each side of the mirror bathe the customer in flattering, indirect light that emphasises garment fit, as well as fabric, pattern, colour and buttons in close-up.

The number of light modules can be individually defined and the colour of the light can be selected depending on the type of garments the store retails. The ceiling luminaries are also optionally available as surface mounted or recessed versions. Additional flexibility and interaction are provided by an optional control panel with different lighting programs. It allows the customer to choose one of four lighting scenarios for the fitting room – business, sport, casual or evening – to reflect the clothes they are trying on. This flexible and modular fitting room offers fashion store operators extensive freedom of design to improve their future sales performance.

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