



## LUXEON STYLIST SERIES

# FASHION RETAIL LIGHTING THAT MOVES CUSTOMERS— AND MERCHANDISE

Fashion Retail



In the world of fashion retail, appearance is everything. Whether a store is classic or modern, exclusive or mass market, it's critical that the merchandise displayed is seen at its very best. Of course, lighting plays an essential role in creating the ideal environment—impacting everything from a store's brand to the amount customers spend. For stunning retail lighting that creates a memorable shopping experience and inspires buyers to reach for their wallets, look no further than the LUXEON Stylist Series from Lumileds.

These game-changing LEDs are purpose-built to bring out the best in the stores and items they illuminate—creating brilliant whites and dazzling colors. At the center of this remarkable lighting advancement are two proprietary, phosphor-based technologies: CrispWhite Technology and CrispColor Technology™.

### VIBRANT, SATURATED COLORS THAT COMMAND ATTENTION

Designed to intensify contrast and make colors pop like never before, LUXEON LEDs with CrispColor Technology deliver the industry's highest quality of light and ensure the best rendering across all colors, including whites. A striking improvement over halogen and incandescent lighting, these innovative LEDs provide unmatched intensity, consistency and color rendering to satisfy the most challenging fashion retail lighting demands.

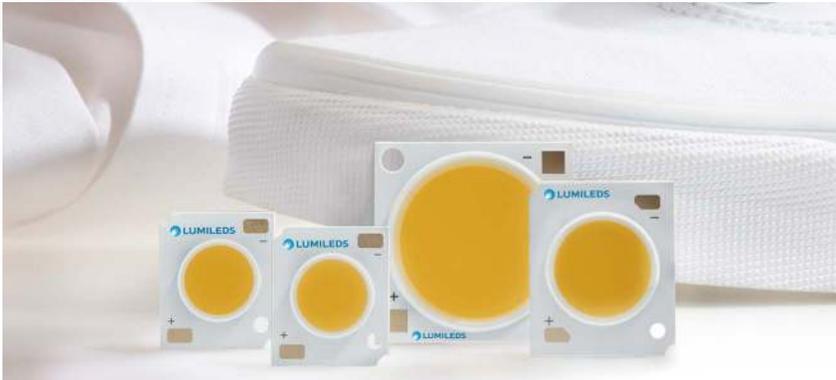


#### LUXEON LEDs with CrispColor Technology: At a Glance

- Ideal for downlights, indoor area lighting, lamps and spotlights
- Available in a wide range of CCTs, from 2,700 to 5,000K—in both Mid Power and CoB platforms
- Offers higher color gamut—Gamut Area Index (GAI) value of ~75 (standard 90CRI LEDs are in the 50s)
- Renders all colors accurately—including red with an R9 ~95
- All products are >90CRI, typical ~92 to 93CRI
- Efficacy ~105-110 lm/W
- Color point below BBL targeted to proposed ASSIST and ANSI targets for Class A and TM30 specifications

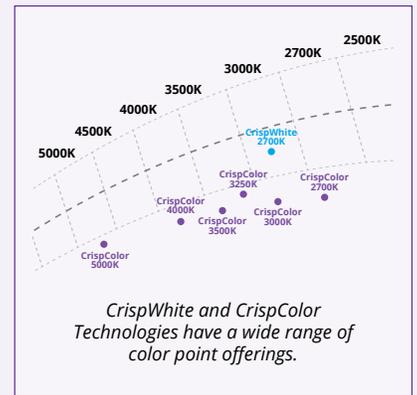
## PURE, STUNNING WHITES THAT MAKE A STATEMENT

With LUXEON Chip on Board (CoB) with CrispWhite Technology, manufacturers can ensure their retail customers have luminaires optimized to accentuate merchandise, highlight store features and enhance retail displays for maximum impact. Replacing traditional Ceramic Discharge Metal-Halide (CDM) bulbs, this groundbreaking LED array produces a natural, crisp whiteness by activating fluorescent whitening agents—without sacrificing the vibrancy of other colors.



### LUXEON CoB with CrispWhite Technology: At a Glance

- Ideal for downlights, indoor area lighting, lamps and spotlights
- 3 SDCM color definition: Freedom from Binning
- Available in CoB platforms
- Available in 3,000K 90CRI
- Activates Fluorescent Whitening Agents (FWA)
- All parts >90CRI, ~100 lm/W
- Color point below BBL matching CDM



In today's hyper-competitive fashion retail environment, using lighting to create a more engaging shopping experience is one way that leading retailers separate themselves from the competition. To gain this edge, retail lighting manufacturers turn to LUXEON LEDs with CrispWhite Technology and LUXEON LEDs with CrispColor Technology for illumination that invites customers to stay, shop—and spend.

To find out how you can enhance your designs with LUXEON LEDs with CrispWhite and CrispColor Technology, contact your Lumileds Sales Representative for product samples or visit [lumileds.com/StylistSeries](http://lumileds.com/StylistSeries) today.

## About Lumileds

Lumileds is the global leader in light engine technology. The company develops, manufactures and distributes groundbreaking LEDs and automotive lighting products that shatter the status quo and help customers gain and maintain a competitive edge. With a rich history of industry "firsts," Lumileds is uniquely positioned to deliver lighting advancements well into the future by maintaining an unwavering focus on quality, innovation and reliability.

To learn more about our portfolio of light engines, visit [lumileds.com](http://lumileds.com).



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