

Illuminating Fashion



An Application Guide

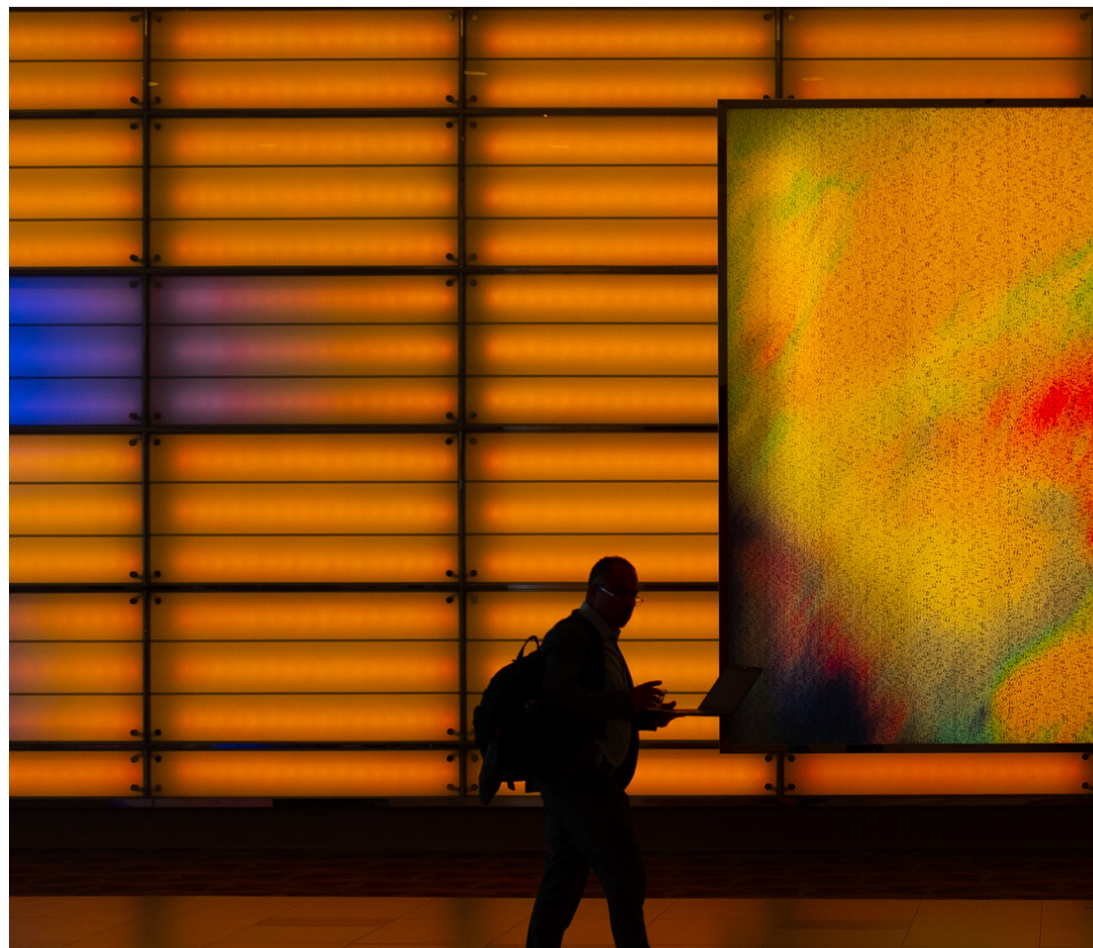
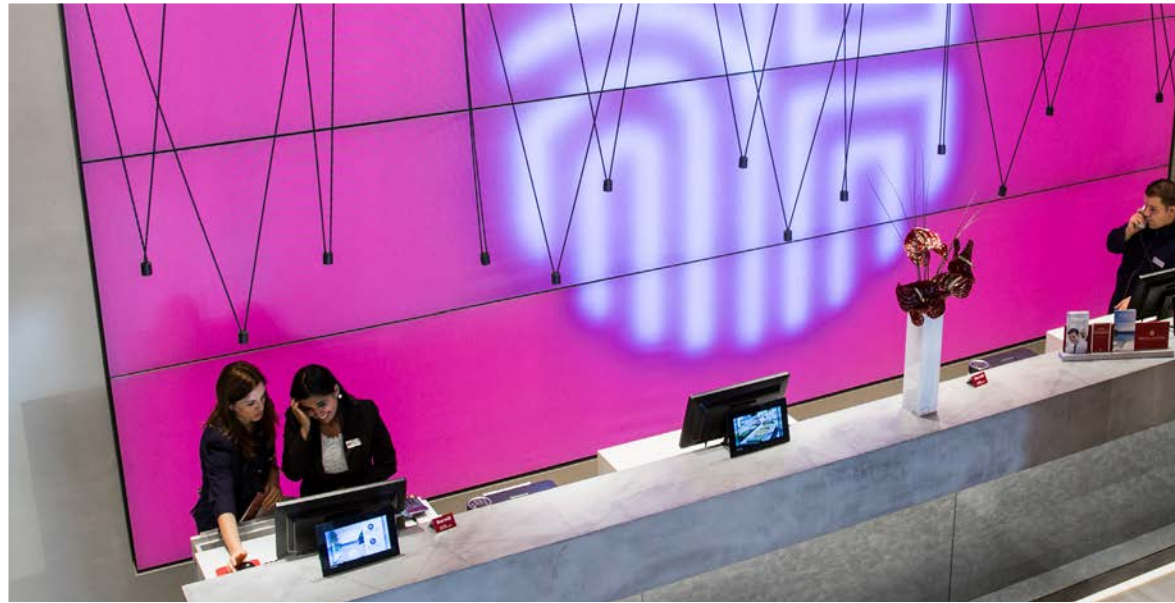
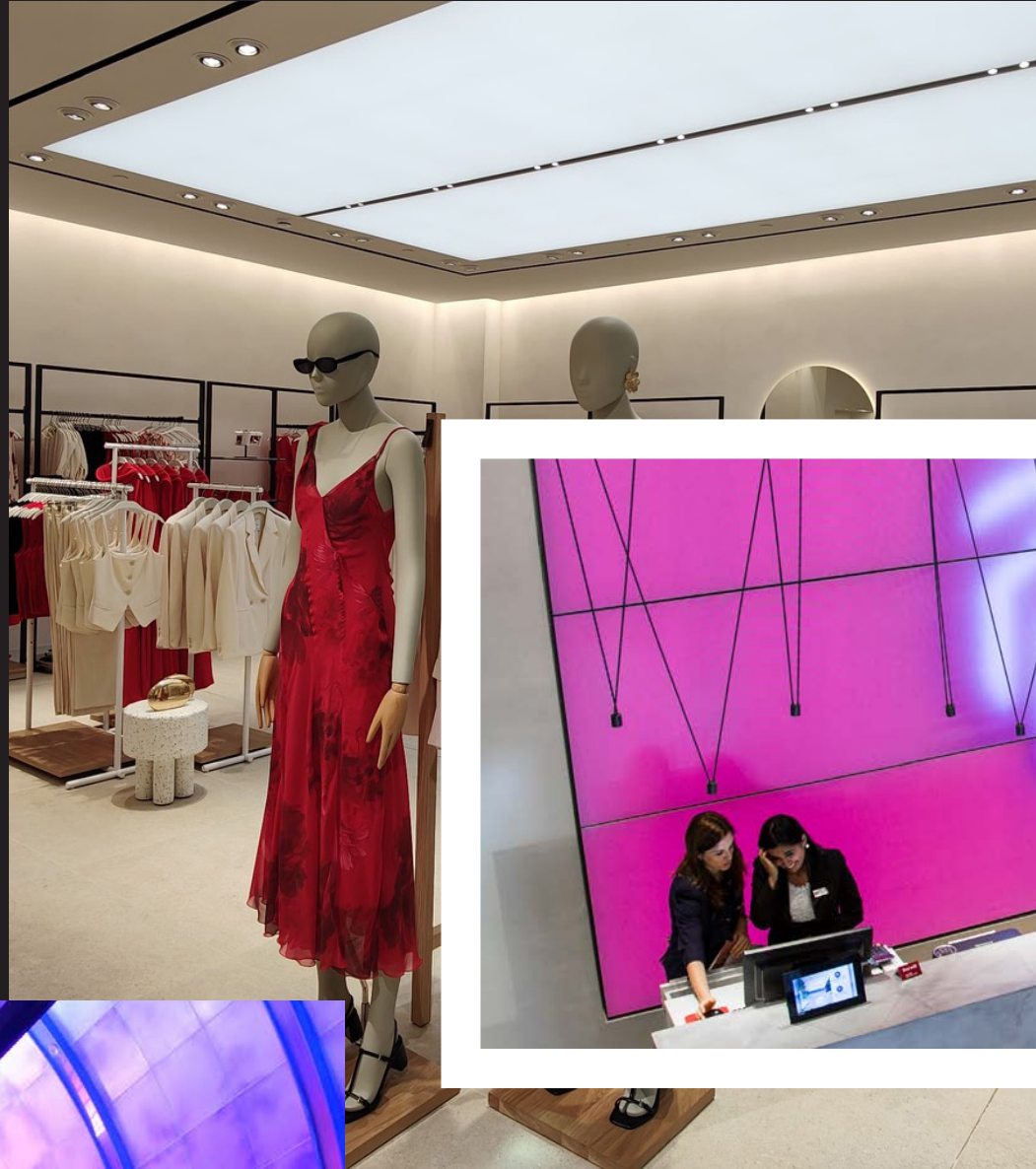
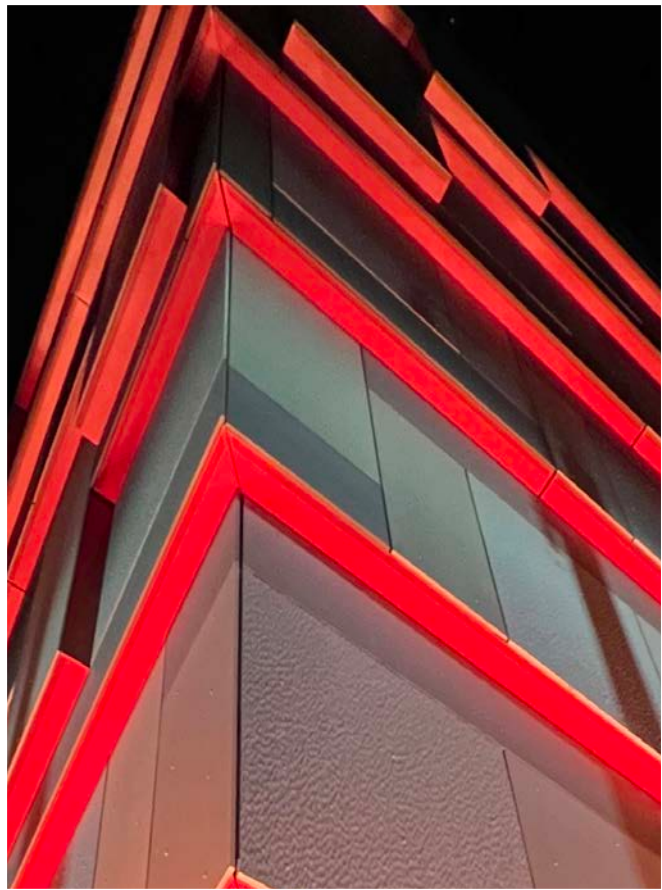
Shaping Brand, Experience, and Expression

Light defines fashion. It reveals color, texture, and craftsmanship, transforming a storefront or simple garment into an inspiring and sensory experience.

In fashion, lighting is not an afterthought, it is part of the design language. From retail displays, runways and facades, light helps guide the story of a brand. Lighting shapes how fashion is perceived and how customers feel, explore and connect.

Every fashion environment is different, but each shares a common goal: to create spaces that express identity and elevate the viewers' experience. This guide highlights how Color Kinetics solutions, can be applied across a variety of fashion environments to meet those needs.





Color Kinetics Advantage

Our Extensive Experience Crafting Light that Inspires

For more than two decades, Color Kinetics has worked with global fashion houses, retailers, and designers to illuminate spaces where image is everything. Since our beginning, our end-to-end LED solutions have brought energy and emotion to:

- Architectural facades
- Flagship stores
- Retail displays
- Dynamic Interior lighting

Color Kinetics Advantage

Lighting Designed to Meet the Needs of Your Application

Quality of light: Powered by PureStyle

Display the true color and texture of fabrics and textiles with PureStyle. With exceptional CRI and optical uniformity, you can showcase your products in their best light.

Easy to Tune for Any Occasion

Set the ambience of your space with ease, from bright daylight for shopping to warm evening tones for events and seasonal displays. Color Kinetics dynamic lighting allows you to adapt to the needs of your space.

Versatile Grazing and Accent Options

Add depth and drama to architecture, shelving, and materials with our wide range of grazing options.

Simple Installation, Long Life, Low Maintenance

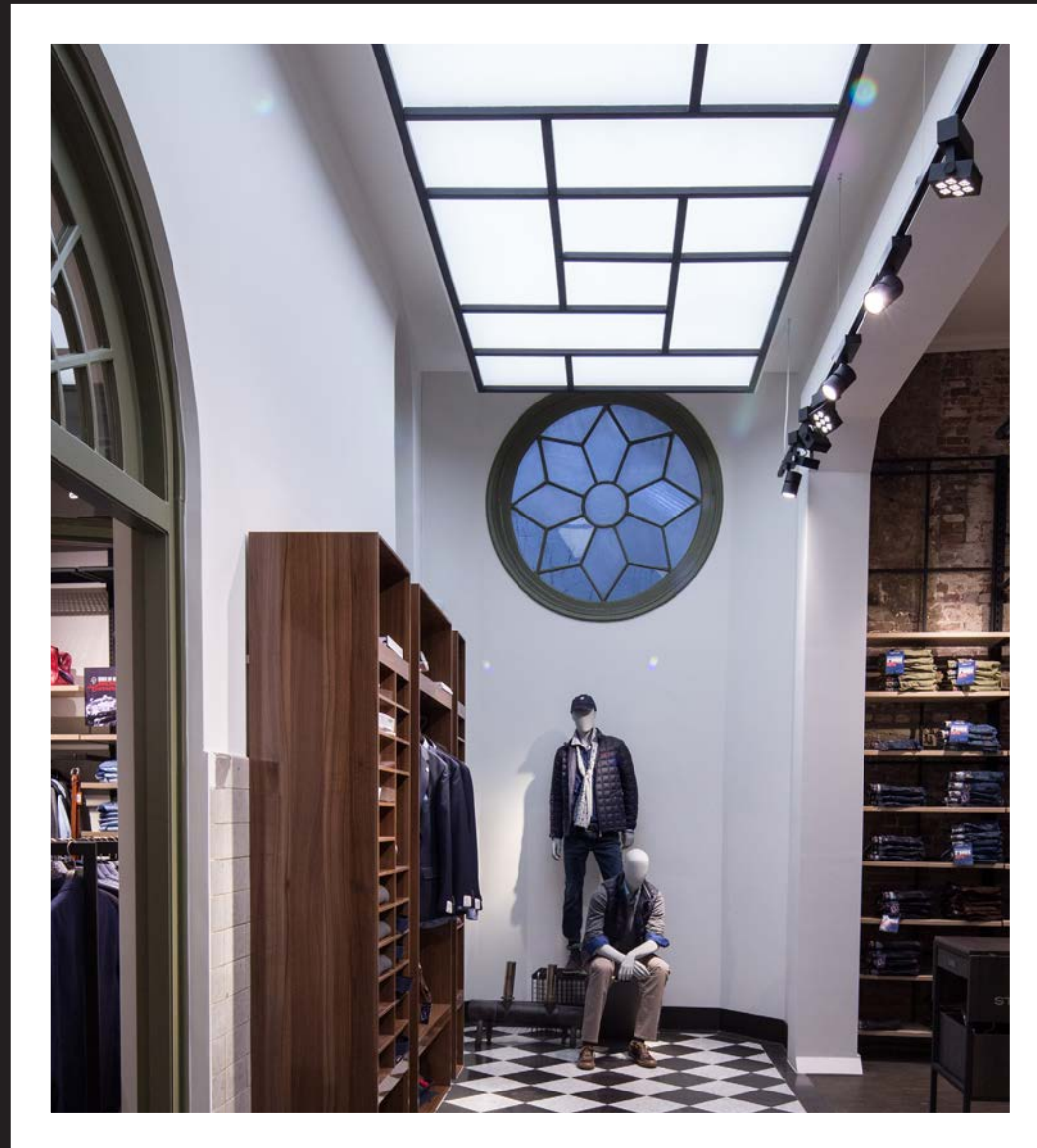
Our luminaires are designed for reliability and longevity. Ideal for retail operations where uptime is essential.

Full Range of Exterior Products

Extend your brand to become recognizable from the street. Dynamic facades, logo lighting, and illuminated storefronts attract customers and create unforgettable first impressions.



Projects



We deliver high-quality lighting solutions that elevate every layer of the fashion experience. From façades that express identity to interiors that reveal true color, texture, and detail, we have the solution.

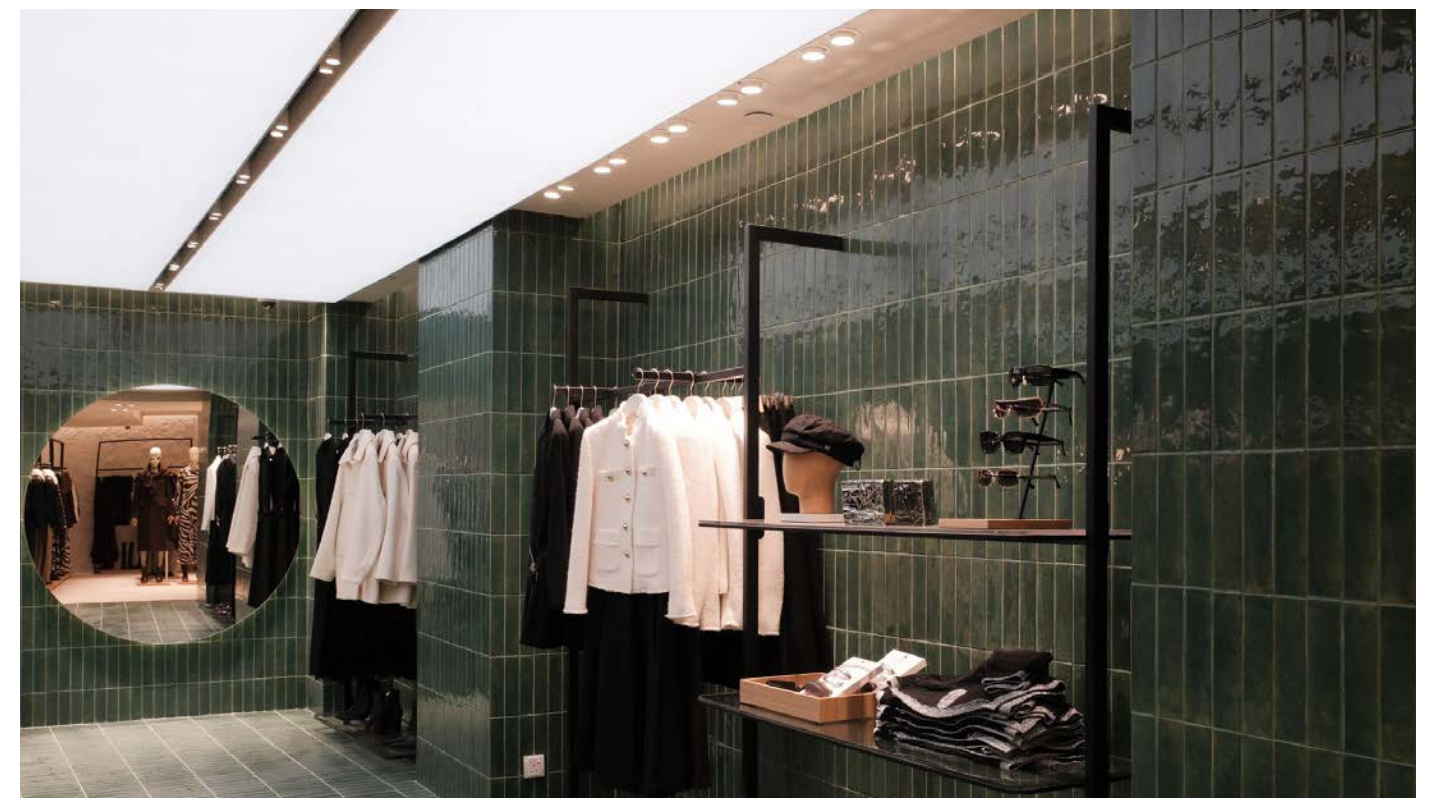
With Color Kinetics, light becomes part of the design story, and possibilities become endless.

01 MANGO

Hong Kong, China – Milan, Italy – Costa Brava, Spain

Mango is a global fashion brand leading the pace of the industry, innovating with the latest technologies and moving towards sustainability. Their use of Color Kinetics OneSpace gen2 not only reflects those values but also enhances their customers' experiences by showcasing them and the products they see in their best light.

Products: OneSpace gen2





02 Tommy Hilfiger Denim

681 5th Avenue, New York, NY, USA

Artist and Designer Reed Barrow was tasked with providing an eye-catching work of art for a Tommy Hilfiger store. Using Color Kinetics luminaires, he created a chandelier-like structure that creates seamless columns of color and color-changing effects. The luminaires can run low-resolution video, graphics, and intricate effects that can be redesigned to create fresh looks each season.

Products: Acent MX Powercore gen3



03 Renault Alpine Atelier A290 Lounge

Milan, Italy

The Atelier Alpine A290 Lounge offers customers the opportunity to immerse themselves in the Alpine world thanks to an environment characterized by elegance, refinement, lightness and dynamism with OneSpace gen2 luminaires. The Milan Lounge is the first of its kind and is expected to host the cool moments of the Milanese nightlife. During Design Week, it will be the protagonist with specific exceptional events and ad hoc programming.

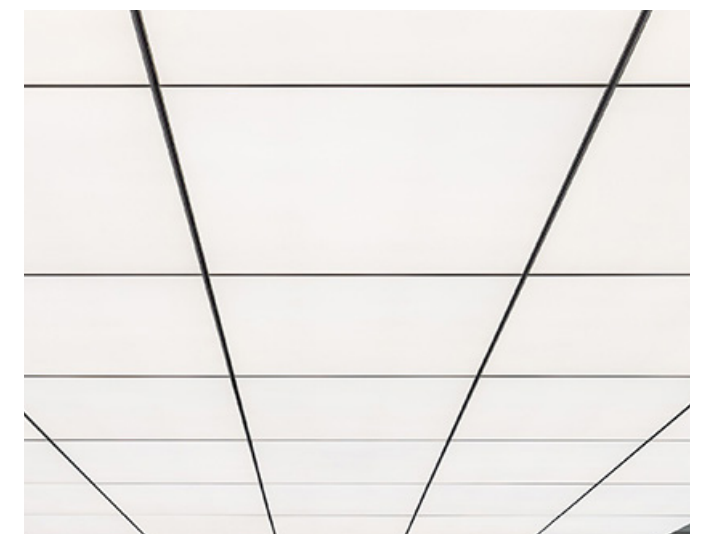
Products: OneSpace gen2

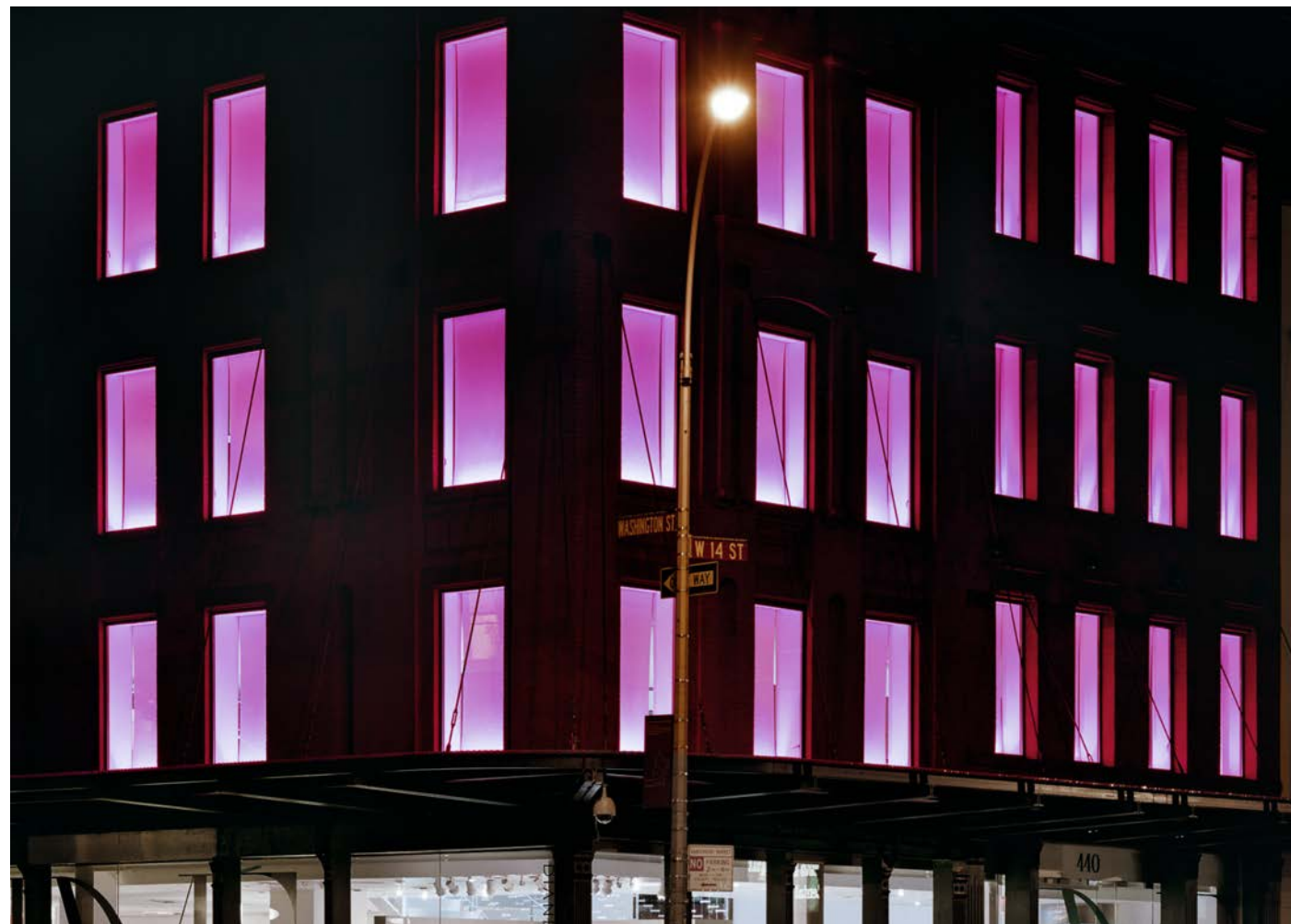


Renault Design Center 04

Bucharest, Romania

Renault Bucharest utilized OneSpace gen2 to create a space where they could present their prototypes with consistent lighting and without showing any shadows so the angles and concepts of cars could be well observed. The lighting design offered them consistent overhead lighting and the possibility to adjust color temperature to present their cars under different weather circumstances.





Products: PureStyle Compact, IntelliHue



05 Diane von Furstenberg Studio HQ

681 5th Avenue, New York, NY, USA

PureStyle Compact luminaires make a statement for fashion icon, Diane von Furstenberg. The five-story studio headquarters contain a retail space, showroom, offices and a personal residential suite for von Furstenberg. The use of light brought von Furstenberg's trademark style to the building's exterior, illuminating it from the inside out with signature colors of the DVF brand, making her studio an instantly recognizable icon in the city skyline.



06 L'Etoile St. Petersburg

St. Petersburg, Russia

OneSpace panels deliver bright, uniform, and glare-free light that eliminates shadows and even reduces noise levels, creating the ideal shopping experience. Additionally, OneSpace provides a solution for the store's high ceilings which needed to be hidden while remaining accessible for maintenance. The result is an elevated, finished space that feels as good as it looks.

Products: OneSpace gen2



07 Bershka

Turin, Italy

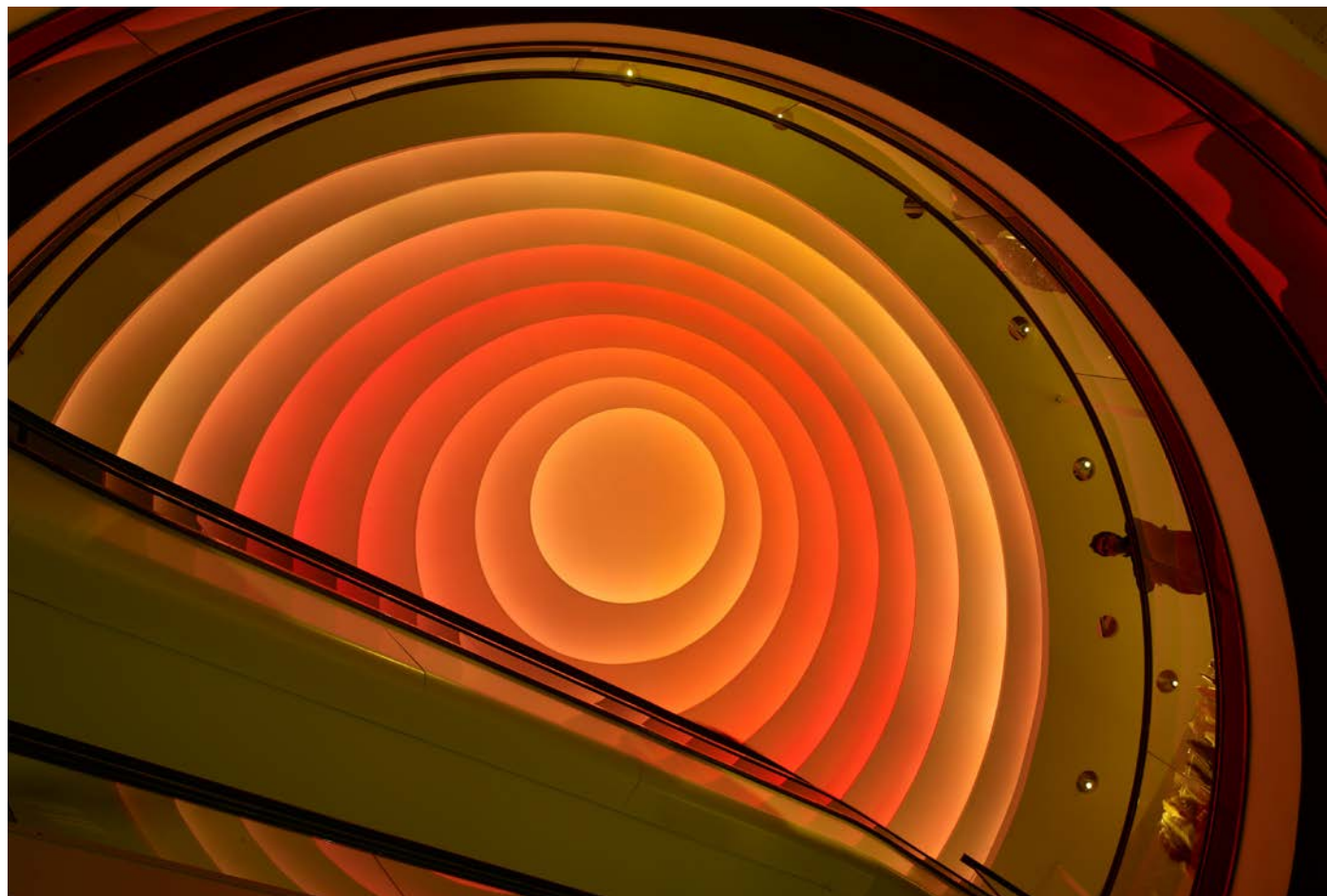
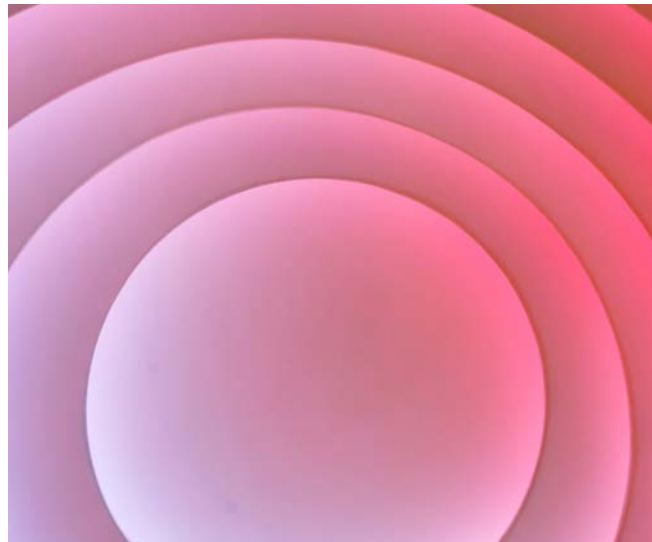
Bershka is a global leader in accessible fashion-forward apparel. They inspire a young, modern audience to express their boldest selves by blending technology, and design. To reflect these values, the brand's visual identity is very important. The design objective is to make a strong impression with a clean, contemporary aesthetic and visually striking spaces that allow clothing to stand out. OneSpace luminaires provide the clean, even illumination to match their modern aesthetic.

08 PUB

Stockholm, Sweden

Color Kinetics PureStyle Compact luminaires elegantly illuminate the department store's tiered dome ceiling, with cove lighting placed between each layer to accentuate its architectural depth. The lighting design transforms the dome into a striking visual centerpiece, guiding customers' attention upward and encouraging movement from the lower floors to the upper-level gathering space. By highlighting the unique layers of the dome, the installation enhances both the aesthetic impact of the architecture and the overall shopping experience.

Products: PureStyle Compact, IntelliHue



09 Prada

Nagoya City, Japan

Prada is a global leader in luxury fashion, with a thoughtful and pioneering vision. Their aesthetic is an interpretation of the contemporary, as a way to express their commitment to people, culture and the planet. The lighting on the facade of their storefront aimed to create a wall wash lighting effect working with a white 3000K light to reflect these values in a beautiful and captivating way.



Products: Graze Compact Powercore gen2, IntelliHue



10 Miu Miu

Hong Kong, China

Miu Miu, a luxury brand under the Prada Group, pushes the boundaries of aesthetic imagery and femininity. Their storefront facade is meant to replicate that balance of playfulness and daring innovation. PureStyle luminaires bring the versatility the brand needs, providing exceptional quality color and tunable white light to uniformly backlight the facade.

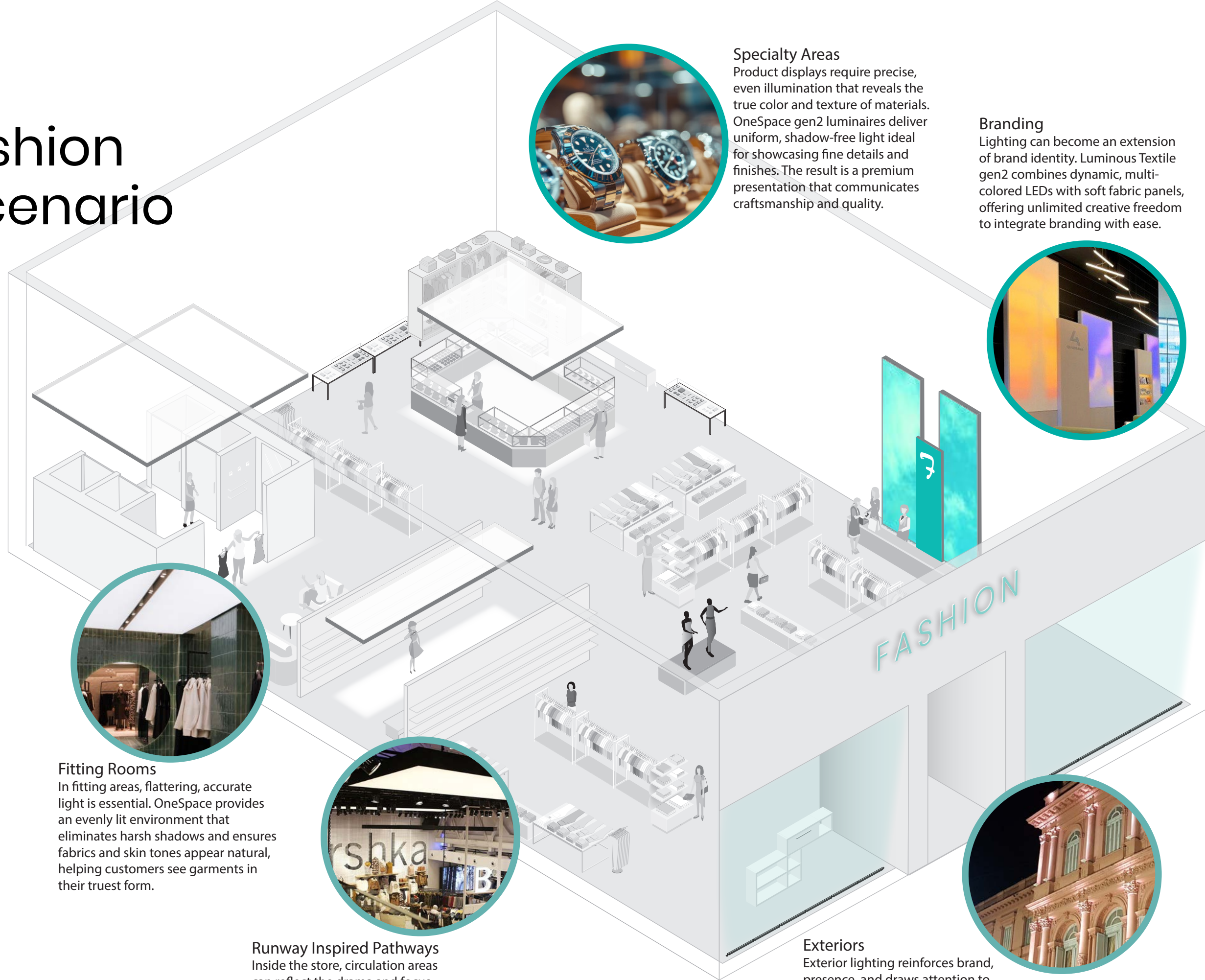


Products: PureStyle IntelliHue Powercore



Interior Fashion Lighting Scenario

When designing lighting for fashion environments, every space presents its own unique needs, from highlighting materials and creating brand moments to enhancing the overall customer experience. The following example shows how Color Kinetics solutions can be applied across a variety of retail settings to achieve distinctive visual and functional goals.



Specialty Areas

Product displays require precise, even illumination that reveals the true color and texture of materials. OneSpace gen2 luminaires deliver uniform, shadow-free light ideal for showcasing fine details and finishes. The result is a premium presentation that communicates craftsmanship and quality.

Branding

Lighting can become an extension of brand identity. Luminous Textile gen2 combines dynamic, multi-colored LEDs with soft fabric panels, offering unlimited creative freedom to integrate branding with ease.

Fitting Rooms

In fitting areas, flattering, accurate light is essential. OneSpace provides an evenly lit environment that eliminates harsh shadows and ensures fabrics and skin tones appear natural, helping customers see garments in their truest form.

Runway Inspired Pathways

Inside the store, circulation areas can reflect the drama and focus of the runway. OneSpace panels define pathways with light that enhances spatial flow and creates an elevated, modern atmosphere.

Exteriors

Exterior lighting reinforces brand, presence, and draws attention to storefronts. PureStyle and Graze Compact luminaires highlight textures, materials, and signage with precision, creating bold visual statements that distinguish a brand both day and night.



Color Kinetics Advantage

Complete integration. Seamless control.

At Color Kinetics, we deliver complete, fully integrated lighting systems that are designed to work together seamlessly. This includes our state-of-the-art luminaires, power/data supplies, controllers, integrated cabling, a full range of accessories and even dynamic content to create light shows.

Our holistic approach means you get:

- Consistent performance across every luminaire
- Streamlined installation and configuration
- Simple control that empowers store staff
- Scalable infrastructure that grows with your brand

For more information visit colorkinetics.com/solutions

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