

# The New Look of Retail Lighting & Silhouette™ T5

A • C A S E • S T U D Y

As several high-profile projects demonstrate, the slim Philips Silhouette™ T5 lamp is creating a new look in retail display lighting—elegant, efficient, positively svelte. Silhouette, introduced three years ago in the USA by Philips Lighting Company, offers three compelling benefits: small size, excellent color, and outstanding energy efficiency.

Three remarkable stores illustrate how Philips Silhouette resolves problems commonly found in creating well-lighted displays for vitrines (glass cases) and merchandise shelving.

## ELIZABETH ARDEN

The Elizabeth Arden salon on Fifth Avenue in New York City was recently remodeled. The ground floor cosmetics counter faces a wall of tall vitrines, which is the dominant architectural element. The glass cases fill the wall and are only separated by thin mullions of wallboard construction. To light the vitrines from a concealed source, designer Gary Steffy, LC, FIALD, of Gary Steffy Lighting Design Inc., created a vertical cove detail by placing ultra-slim light strips with Philips T5 behind the mullions. Narrow profile electronic ballasts further reduced the size of the equipment. Silhouette enabled Steffy to keep the mullion dimensions to a minimum width, contributing to the elegance of the design.

Observes Steffy, "We are constantly asked to shrink the lighting details without diminishing the visual impact."



*"For Elizabeth Arden we required small, simple, and efficient lighting with warm color temperature and high color rendering. Philips Silhouette T5 was the ideal solution"*

—Gary Steffy,  
Gary Steffy Lighting Design, Inc.  
Elizabeth Arden



Photo courtesy of Laszlo Regos



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## EMPORIO ARMANI

A little further uptown on New York's Madison Avenue, Emporio Armani shows another application of elegantly scaled T5 lighting. To renovate and brighten the top floors of this strikingly spare interior, Lighting Designer Matthew Tirschwell of Universe Lighting used lighting built into etageres (shelving), ceiling-mounted halogen accent lighting, and ambient fluorescent lighting built into shallow ceiling coffers.

The light box atop the etageres provided only 2" of depth. Tirschwell met this challenge effectively by specifying Silhouette™ T5. With its minimal profile, Silhouette evenly lights the display, without noticeable shadows on the glass diffuser. The small diameter of the T5 lamp also increased the optical efficiency of the light box, providing a smooth, even glow on clothing in the display. By using Philips T8 lamps in the custom coffer, color temperatures were matched throughout the space. Tirschwell comments, "With Philips Silhouette T5, the display cases retain the light and open design that distinguishes the entire store."

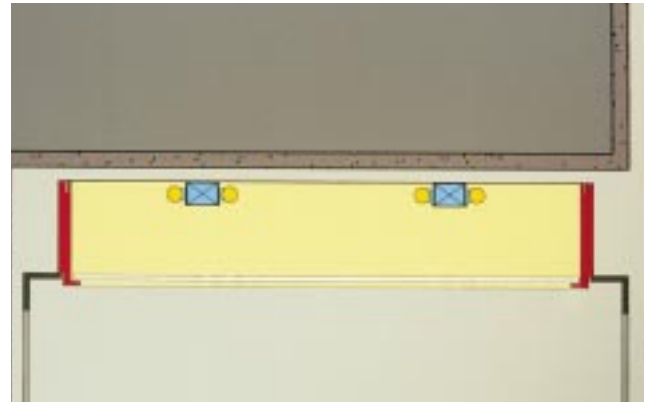


Fig. 1

*Etageres lighting detail—Emporio Armani*

*"With Philips Silhouette T5, the display cases retain the light and open design that distinguishes the entire store."*

*—Matthew Tirschwell,  
Universe Lighting*



Photo courtesy of Universe Lighting

## ETRO MILANO



*“What was custom has become our standard”*

– Rick Chong,  
Albert Chong Associates  
Etro Milano

Halfway around the world, in Hawaii, Etro Milano, a boutique for leather and other fashion accessories, uses Silhouette lighting built into its perimeter display cases. The case shelves, which extend most of the way to the ceiling, include only a 1" lip to hide the lighting. Taking advantage of the 5/8" diameter of Philips Silhouette, Lighting Designer Rick Chong of Albert Chong Associates concealed the lamps behind the narrow vertical fascia with no telltale glare from any point in the store, an important result for the client. The new T5 allowed Chong to develop a custom fixture to accommodate this narrow space. In addition, remote ballasts were used to keep the fluorescent channel size as small as possible. The distinct lengths of Silhouette lamps also worked to eliminate unsightly socket shadows that may occur with compact fluorescent lamps, since a single T5 neatly fits across each entire shelf or vertically behind each side panel fascia.

Chong notes that Etro Milano had previously used linear halogen strip lights, which consume two to three times the energy, produce less light, and run so hot that half the lamps had to be removed. With the new store, Chong recalls, “We turned it on. The lighting looked great; there were no heat problems; the owner loved it; end of story.” Not quite. With the success of Etro Milano, Chong has used Philips T5 on several subsequent projects. “What was custom has become our standard.”

Size is Silhouette's most obvious attribute—just 5/8" in diameter. Silhouette is 37% thinner than commonly used T8 lamps and features a slimmer profile than compact fluorescent lamps! Built to metric standards, T5 is also about 2" shorter than two, three, four, and five foot standard fluorescent lamps. These dimensions make Silhouette especially useful for built-in displays and casework.

Philips Silhouette T5 features a color rendering index of 85—a requirement for high-end stores. Driven by electronic ballasts, its energy efficiency exceeds 100 lumens per watt. Lumen maintenance remains very high throughout the 20,000 hour lamp life. Compared to the incandescent strip lighting often used in display cases, Silhouette offers up to ten times the energy efficiency and rated life, which increases illumination and substantially reduces heat, while allowing for less frequent relamping.

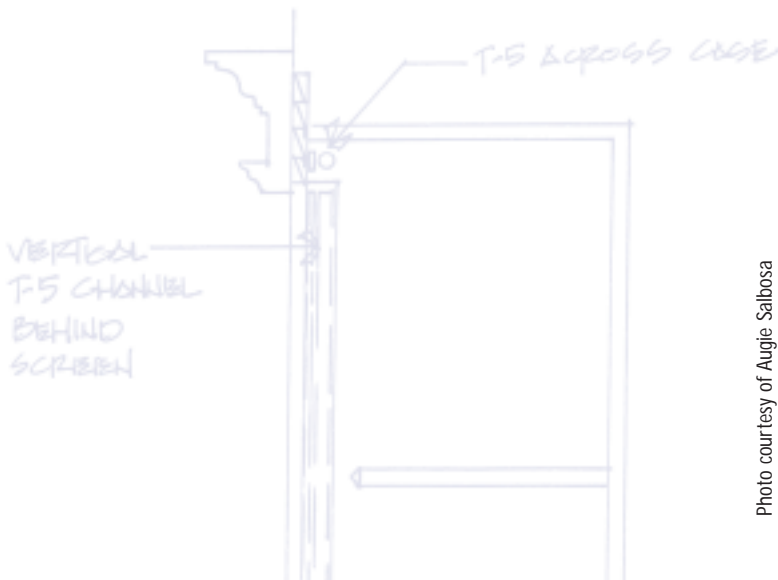


Photo courtesy of Augie Salbosa



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## BENEFITS OF SILHOUETTE™ T5



- Minimal 5/8" diameter lamp fits in small spaces
- Up to 104 lumens per watt
- 95% lumen maintenance
- 85 CRI in 3000K, 3500K, and 4100K colors
- 20,000 hour rated average life
- Choice of 22", 34", 46", and 58" sizes
- Initial lumen ranges: 22"–1350 lumen, 34"–2100 lumen, 46"–2900 lumen, 58"–3650 lumen
- Variety of wattages: 14, 21, 28 and 35 watts
- Also available in High Output (46"–5000 lumen) and Circular versions

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