Press Information

July 19, 2016

**AllSaints’ iconic style brought to life with bespoke system from Philips Lighting**

**London, United Kingdom –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today announced that it has been selected by AllSaints, the global contemporary brand, to provide bespoke lighting systems across select stores across Europe, Americas and the Middle-East. The LED lighting is designed especially to enhance the AllSaints brand experience inside its industrial style stores.

Headquartered in East London, AllSaints designs collections of womenswear, menswear and accessories. AllSaints carefully curates every aspect of the brand experience in-house, from store design and construction to its global web platform. AllSaints chose Philips Lighting as global lighting partner to install a unique and highly energy efficient LED lighting system that would complement its industrial design concept in key retail outlets.

Working together with an in-house team of store designers, Philips has designed, manufactured and installed fully customized pendant and spot lighting fixtures, with high tech control settings to complement AllSaint’s store concepts. Philips’ dimmable lighting system means that lighting in retail outlets can be adjusted as the seasons change and fully controlled from one central console. In addition, the new lighting is three times longer lasting than previous installations, reducing energy demands and maintenance time for retail staff.

“Fashion retail lighting can help define and enhance the consumer experience, and help convert them into loyal customers. The ability to view garments in the correct light is crucial to the customer’s purchasing decision, and the new lighting system enables light rendering to enhance the quality of existing natural light in store,” said Paul Goodall, Director of Retail Lighting, Philips Lighting UK&I.

“We chose to work with Philips Lighting as it leads the world in LED lighting for retail environments, as well as their expertise in global specifications. It was great to work with a company that understood what we were trying to achieve in terms of aesthetics, as our brand is focused on providing enhancing experiences at each point of the customer journey. Philips Lighting was forthcoming with ideas not only on how to replicate our in-house designs, but also to improve their efficiency,” said Tim Sharp, Global Director of Store Design and Architecture from AllSaints.

**For further information, please contact:**

**Philips Lighting**

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**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT) is a global leader in lighting products, systems and services. Our understanding of how lighting positively affects people coupled with our deep technological know-how enable us to deliver digital lighting innovations that unlock new business value, deliver rich user experiences and help to improve lives. Serving professional and consumer markets, we sell more energy efficient LED lighting than any other company. We lead the industry in connected lighting systems and services, leveraging the Internet of Things to take light beyond illumination and transform homes, buildings and urban spaces. In 2015, we had sales of EUR 7.5 billion and have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>

**About All Saints**

AllSaints is a global, digital, contemporary brand with an independent spirit. Founded in 1994, the company has approximately 3200 employees across 23 countries who are obsessed with building a business model for the future, putting brand experience and the customer at the core of everything they do. AllSaints has 147 directly operated stores, franchises, concessions and outlets in 19 countries including UK, Europe, North America, Asia and the Middle East.