



## Press Release

May 6<sup>th</sup>, 2019

### **Polish women see themselves in a better light! Signify's research confirms that interactive lighting in fitting rooms increases sales in stores.**

- Signify conducted a study to determine the impact of the Philips Perfect Scene Fitting Room interactive lighting on customer satisfaction and sales in the Top Secret store in the Posnania shopping mall.
- There was a **15% increase in the average receipt value** during the pilot installation period.
- **94%** of female customers find the lighting with 3 modes to choose from **attractive!**
- As many as **91%** of customers thought that the fitting room in the Top Secret shop with new lighting is **better than the fitting room of the competition!**

**Warsaw, Poland** Signify (Euronext: LIGHT), a world leader in the lighting industry, presents the results of a [study\\*](#) showing the impact of interactive lighting in store fitting rooms on sales and overall customer satisfaction with shopping. The average value of a receipt increased by 15% after changing to interactive lighting, and the number of items bought in one transaction increased by 16%.

At the beginning of this year, in cooperation with the Top Secret brand, Signify carried out a [pilot project](#) to replace the lighting in the fitting rooms of the Top Secret shop in the Posnania shopping mall. Philips Perfect Scene Fitting Room interactive lighting offers customers the opportunity to see themselves in several modes of light, which are designed to reflect the most realistic conditions in which they will be wearing their clothes. Customers can choose between three light options: daylight, home and evening light.

*"The impact of lighting in everyday life on the clothes they buy has long been an important issue for Top Secret's customers. The staff of our stores often encounter questions such as: 'What's this dress going to look like in daylight?' By offering Philips Perfect Scene Fitting Room product, Signify definitely responds to the needs of our consumers,"* says Monika Augustyniak, Store Concept Manager TOP SECRET.

*"We see the potential in the proposed solution, and we are currently working on its implementation in the Top Secret chain of stores,"* adds Jacek Kopij, Top Secret Network Development Director.

As many as 94% of buyers found the new lighting attractive, and 72% found it very attractive. Customers liked the evening mode the most, which was positively received by 96% of the respondents.



*“The research we carried out together with Top Secret proved the importance of the conditions in which customers examine and try a product in the purchasing process. Light builds our perception, influences how we perceive reality and how we feel in it. The proof of this are the opinions of Top Secret customers. After changing the lighting in the fitting rooms they considered this space not only better illuminated but also larger, more comfortable and private,”* adds Tomasz Waszkiewicz, Sales Director of CEE retail market, Signify Poland.

Interactive lighting has also had a positive impact on the image of Top Secret. 9 out of 10 shoppers admitted that fitting rooms with new light are better than fitting rooms in other stores, also 97% of customers stated that they would recommend Top Secret to their friends because of the new fitting room.

Market research is increasingly emphasizing the importance of investing in improving customer experiences and taking care of all those elements of equipment or service that create a shopping atmosphere. According to First Shopper Retailing data, as many as 80% of customers believe that the experience of the purchasing process is as important as the product itself.

#### **About the study:**

\*The research to determine the impact of the Philips Perfect Scene Fitting Room interactive lighting on the opinion of customers in the Top Secret store was split into two stages:

- pre-test, in which interviews were conducted concerning the assessment of the fitting room before the change of lighting,
- and post-test, in which respondents assessed the fitting room after the change of lighting.

In total, over 300 Top Secret customers aged 18-56 took part in the study. They used the fitting room in a shop in the Posenania shopping mall in Poznań. In addition, the sales results before and after the installation were also analyzed, verifying the impact of lighting on the sales of the range of products in the store.

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#### **About Signify**

Signify (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2018 sales of EUR 6.4 billion, we have approximately 29,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for two years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.