

Style, balance and efficiency for every space: Imoon designs the lighting projects for E.Leclerc's points of sale

Milan, April 8, 2021

Imoon – leading player in the international market for commercial lighting in Food & Fashion Retail – guides **E.Leclerc**'s consumers through a unique shopping experience. **Imoon**'s ability to create sales areas where the lights become a strategic asset to support the Retailer is at the core of the lighting design of the stores in **Wattrelos, Carvin, Bailleul, Nieppe** and **Loison-sous-Lens**. This objective was reached thanks to the expert advice of the in-house Lighting Designer team, that followed every step of the project up to the installation, alongside the creation of custom solutions by the brand **Makris**.

Olivier Platteeuw, Director of Imoon France, stated: *“The collaboration with one of the most important national Brands exemplifies once again how our consolidated skills in the lighting design sector did make a difference for E.Leclerc when they decided to choose us as a Partner. As an Experienced Solution Provider, we create proposals that combine the selection of the best product for each specific need, and a full suite of services, including fine-tuning and after-sales”.*

Wattrelos, between light and design



In Wattrelos, the synergy between **Imoon**'s technological solutions and the custom design creations by its brand **Makris** supported **Interstore | Schweitzer** in bringing to life the concept for the 6500 m² **E.Leclerc** store. The common thread for the lighting in the retail space is the skilful adjustment of the light beams to highlight the products in the aisles and in the **fresh food** section, where the chosen **special LEDs** accurately convey the colours of the items on the counters.

For the area including the entrance and escalators, characterised by a high ceiling, **Imoon** took into account the special architectural features of the building by installing **HB suspended lights**. This lighting fixture has been conceived for large environments, thanks to its luminous flux of up to **27,000 lumens**. Furthermore, the chosen high-efficiency spotlights guarantee a superior visual comfort, as well as considerable energy savings.

Finally, the harmonious setting created by the **Spektre** circular suspended lights by **Makris** welcomes and surprises consumers with their powerful light emission.

Imoon gives light and energy to E.Leclerc in Carvin

E.Leclerc's point of sale in Carvin is the result of an integrated and coordinated production. The **Imoon Team** took care of creating both a new look for the existing space, and the lighting design concept for the expansion of the store, including: the entire retail space, wine shop, shopping arcade, external parking, drive store, and DIY area, also taking care of the installation.

The Food area features **Imoon's** show piece: the **Venere Pro P** projector, equipped with special LEDs especially designed for the needs of large-scale distribution. Paired with the **LED MEAT FISH HD**, it effectively highlights the colours of the fish shop area, bringing out the freshness of its products.

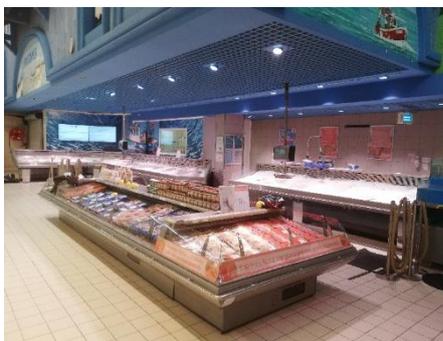


In the area dedicated to clothing and home accessories, the **SPARK** technology shines, alongside the **Kronos** projectors. The **LED SPARK** has been designed for the Fashion sector, thanks to its ability to glorify the intensity of warm colours, as well as the brilliance of whites. This technology brings out the weave of fabrics and the different shades of colours of the products on display.

Furthermore, the creative soul of the **Spektre** suspended lights by **Makris** initiates the perfect dialogue between technology and design by fully transforming the appeal of the arcade, with a truly fascinating result for Clients.

Finally, it is worth mentioning the setting up created for the toy store, owned by the Brand, and located next to the supermarket. Here, balloon-shaped suspended lights placed on the tills catch the visitor's eye, adding style to the space. At the same time, the high-efficiency **KRIOS P HO** solution with **SPARK** technology was chosen to illuminate the displays.

Bailleul and Nieppe, every request becomes reality



The perfect solution for every special need: in the two stores in **Bailleul and Nieppe**, **Imoon** was able to reinterpret the requests of the Retailer with ad hoc solutions. More in detail, in Bailleul, **Imoon** customised the recessed **Venere Pro** model with the same RAL



Imoon srl • Tel. +39/02/89515533-215 • www.imoon.it

colour of the fish shop area and placed it in the existing false ceiling. In Nieppe, the lighting of the drive store - an 8-meter-high storage space designated for the sorting and management of online orders - was equipped with the **three-spotlight** version of the **HB suspension** model, chosen to create a uniform space with a reduced number of fixtures, favouring energy savings.

Annalisa Yon, Lighting Designer at Imoon commented *“E.Leclerc asked us to contribute to the development of a new concept where lighting, on top of having its functional role, would create a welcoming atmosphere, while fully respecting the brand Identity of the store”*. She then continued: *“Technologically advanced solutions with an appealing design, in harmony with the surrounding space, for a maximum visual comfort and energy efficiency: this was the main challenge for our Team, and the objective was fully reached by choosing a dedicated type of lighting for each type of space, while also preserving some elements of continuity”*.

Imoon – www.imoon.it/en

Founded in 2010, Imoon is a leading player in the design and production of lighting solutions, completely Made in Italy, within the Food & Fashion Retail. The company, based in Milan, is known on the market as a Partner able to provide its customers with a complete service, following each phase of the design: from preliminary studies, to lighting simulations and energy performance models, fine-tuning and after-sale assistance. Furthermore, Imoon can develop customised solutions thanks to brand Makris, which stemmed from the wish to shape new lighting concepts combined with the best, cutting-edge technology. Imoon has become a strong international business thanks to its branches in the United Kingdom, the Czech Republic, Turkey, South Africa and Finland, and to its trade partners across the EMEA region and the Americas. Imoon solutions are present in more than 40 countries worldwide, and the company completes around 400 projects every year, boasting partnerships with the most important names within Food Retail: Carrefour, Coop, Conad, Auchan, E.Leclerc, Migros, Silpo, Globus, Booths Supermarkets and Warner's Budgens.

For further details:

Lbdi Communication

Silvia Vara – email : svara@lbdi.it

Federica Cosmo – email : fcosmo@lbdi.it

Ginevra Fossati – email : gfossati@lbdi.it

Tel. +39 02/43910069

Skype: LBDI_pr