

SHOP & RETAIL

REFERENCE





E-Line LED provides quality and flexibility in Bentley's immersive, interactive brand experience

Lighting the most sought after luxury automotive brand in the world.

Bentley Motors, the most sought after luxury automotive brand in the world, has opened a new concept store – Bentley Studio London. An automotive and lifestyle product retail experience developed for an existing retail space within 'The Village', the luxury arm of the Westfield shopping centre in West London.

The studio is designed to provide an alternative retail environment to that of the traditional car showroom setting, placed within a more convenient environment for Bentley customers. The Bentley Studio London experience includes a retail space named 'The Vault'. The Vault has been created within Westfield's indoor car park and houses a selection of Bentley models that are available for customers to view, test drive and purchase. Considerable work has taken place to develop what was a car park into a separate retail area which is suitable to display and facilitate the sales of Bentley models. Bentley chose TRILUX products to light The Vault.

Louise Burns, Head of Strategic Marketing Projects, Bentley Motors details their lighting brief, "We were looking for a lighting solution not only to light the space, but to provide a level of light suitable to display our product. Our aim is to replicate the high standards

of our dealer environment, creating a consistent light of 1,000 lux at 900mm. We chose TRILUX because they specialise in high standard light fittings and were recommended to us. They could provide a linear LED light fitting that provides consistent white light with colour rendering index 90 or above - which are the core lighting requirements within a Bentley retail environment. Furthermore, we wanted to trial the TRILUX lighting with a view to recommend this to our dealer network."

Gareth Quarterly, International Key Account Manager at TRILUX Lighting describes the solution, "E-Line LED delivers a high level of light and light quality to accentuate the exceptional design and lines of the cars, whilst the Live Link lighting management system allows the Bentley consultants to flexibly and easily individualise the space."

Louise, continues, "The lighting is a major factor in making the space so successful. It lights the cars well and creates a prestige environment. The intensity of the light attracts passers-by to come and see what is here. As a result, we would recommend this product to our retailer network and will add it to our recommended lighting list. TRILUX have provided a professional, efficient service with good aftersales correspondence and services."

BENTLEY STUDIO, LONDON

PROJECT TEAM

Client: Bentley Studio London
Main Contractor: Rische Group



