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MEGAMAN®

Case Study

John Lewis



Worth their Weight in Gold – Megaman Provides the Solution for New John Lewis Store

Megaman UK's 3W Gold Filament ST58 LED lamps have been used to great effect at the prestigious new John Lewis store in Birmingham, which, with 170,000sq ft. of selling space is the biggest John Lewis store in the UK outside London, rivalling the flagship store in Oxford Street. There is a real focus on visual merchandising, designed to delight shoppers and draw them towards particular parts of the store and Megaman's Gold Filament lamps are being used very successfully to provide the right atmosphere to entice customers towards ladies shoes and accessories.



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Lamps Used



3W ST58 Gold Filament LED



The new shopping centre is part of the old Pallasades shopping centre above Birmingham New Street Station and it will be anchored by the 250,000 sq ft. John Lewis department store, which is setting the bar in terms of new concepts for John Lewis with new innovations across all four floors. To foster its links with Birmingham, John Lewis has a dedicated “community hub” which can be booked for use by local groups and organisations and the retail giant is also working closely with Birmingham City Council and Network Rail to help local people to benefit from the job opportunities created by the redevelopment.

Due to a supply hiccup a few days before the John Lewis store was due to open, it was discovered the original pendant lamps did not fit the installed lamp holders so a quick solution had to be found. John Lewis contacted Megaman straight away and a site visit was organised immediately to look at a variety of samples. Taking aesthetics, performance, energy savings and costs into account, it was agreed that the 3W Gold Filament LED lamps would offer the perfect solution and Megaman was able to deliver the lamps in time for installation before the grand opening.

Part of Megaman’s Economy Series, the new Gold Filament range includes classic, globe and ST58 shaped lamps and are ideal for use in decorative retail applications, as well as restaurants, bars and other hospitality areas. Combining excellent output with unbeatable value, the striking gold filament lamps have a 2200K colour temperature to offer an extra warm illumination to the ladies shoe and accessories department. All lamps in the range are dimmable and the lamp life across the range is an impressive 15,000 hours with 210 lumens.

Barry Ayling, lighting design manager for JL stores, commented “Megaman reacted very quickly to our needs and provided the perfect solution. We have installed 150 Megaman lamps and the low wattage means that we have calculated huge energy savings to the store without any sacrifice in light output or quality of illumination”.

For more information on this project or the Megaman lamps used please contact us:

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