



TRI LUX
SIMPLIFY YOUR LIGHT.

HENCE
Spain

Hence

Light triggers emotional responses, makes colours look more intensive and creates an inviting atmosphere. But those aren't the only reasons why light is so important in the retail industry. At a fashion store, for example, it helps the customer to identify fabrics and see the garment's true colours.

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**Photos**

Destudio, Valencia

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Even before the customer enters the store light plays an important role. The visual merchandising concepts in the Hence shop windows are an important element of the retailer's corporate identity. They capture the attention of passers-by and engage them in a special emotional experience. Shop windows offer fashion houses like Hence the unique opportunity to present their products and position their brand at the same time.

















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