



# Sketchers Interior Lighting Design

JELLYFISH ARCHITECTURAL LIGHTING





# Welcome

Welcome to the Skechers showroom, where lighting plays a key role in shaping an energetic, modern, and customer-focused retail experience. Our lighting design is crafted to enhance product visibility, highlight the brand's sporty and contemporary identity, and guide customers comfortably through the space. By balancing uniform ambient illumination with focused accent lighting, the showroom feels open, dynamic, and inviting—encouraging exploration while ensuring every detail, texture, and color of the products is presented with clarity and impact.





# Lighting Design Concept

The lighting concept is based on clean, integrated illumination that enhances both the store and showroom areas. Recessed linear fixtures are incorporated into the ceiling to provide uniform ambient lighting, while recessed linear lighting in the floor adds depth, visual guidance, and a modern architectural character. In addition, LED strip lighting is installed beneath the shoe shelves to create subtle accents, improve product visibility, and draw attention to the displayed footwear. This layered approach ensures a bright, dynamic environment that supports customer movement and highlights the products effectively.





Nike

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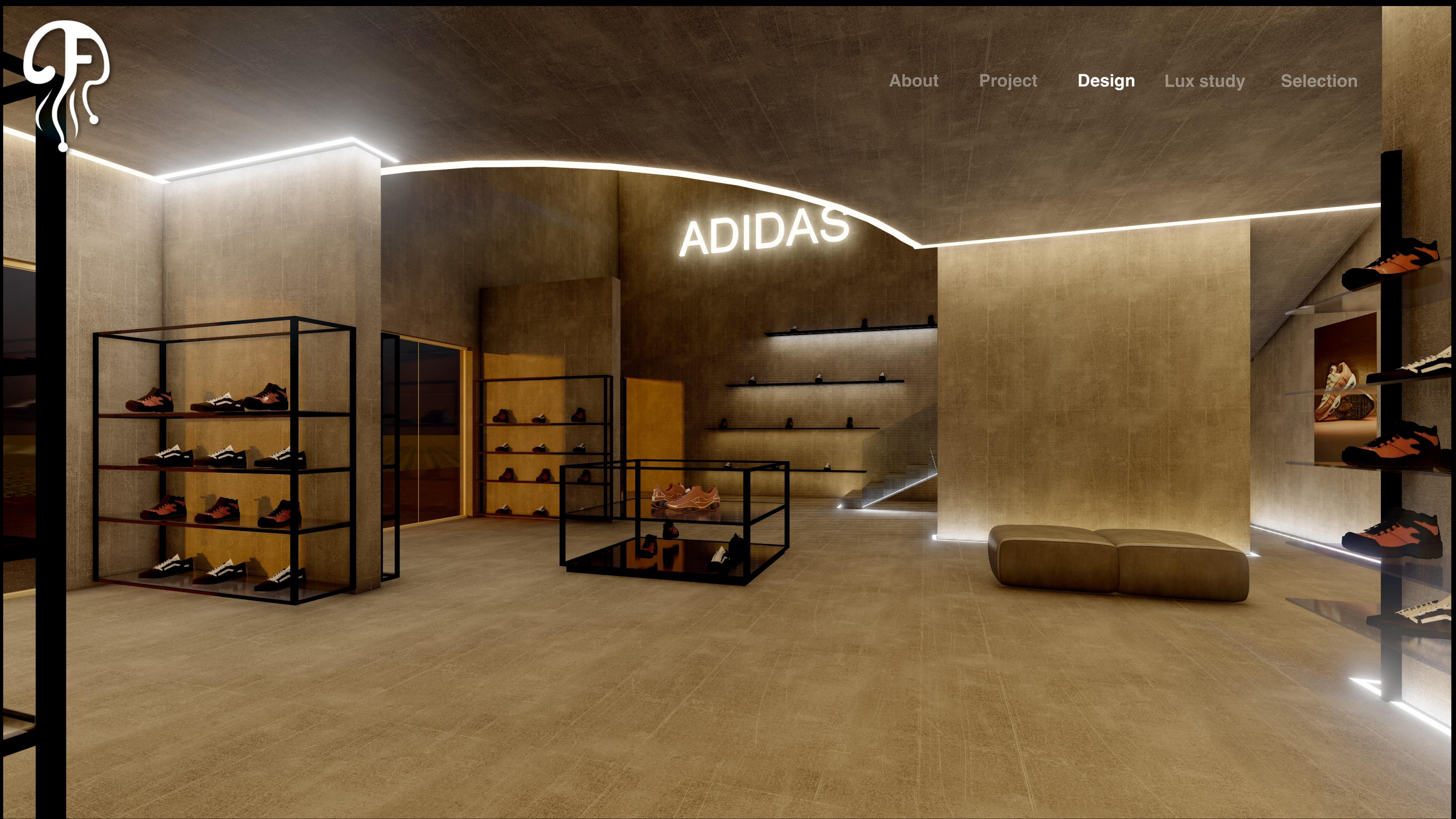
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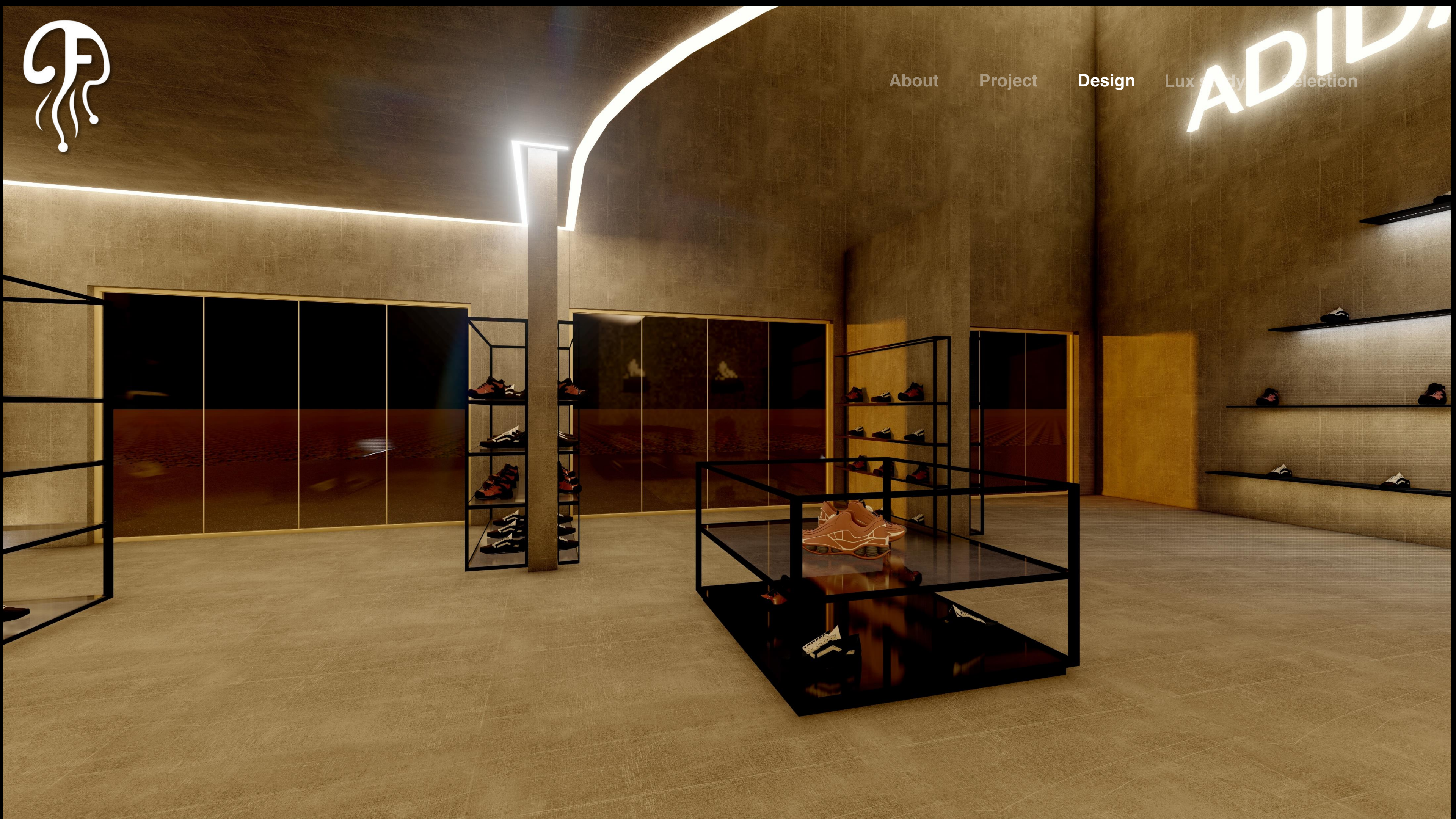
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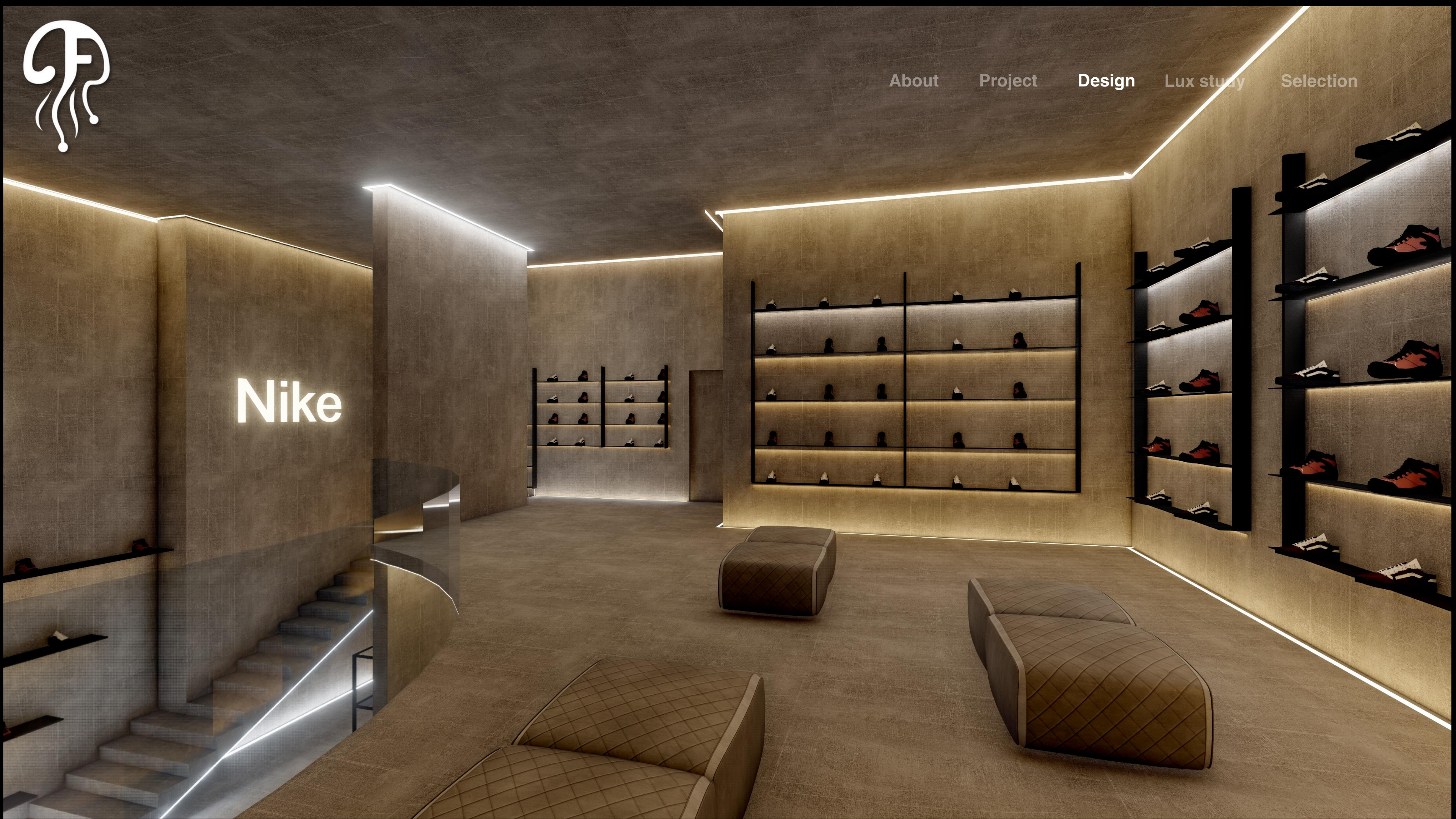
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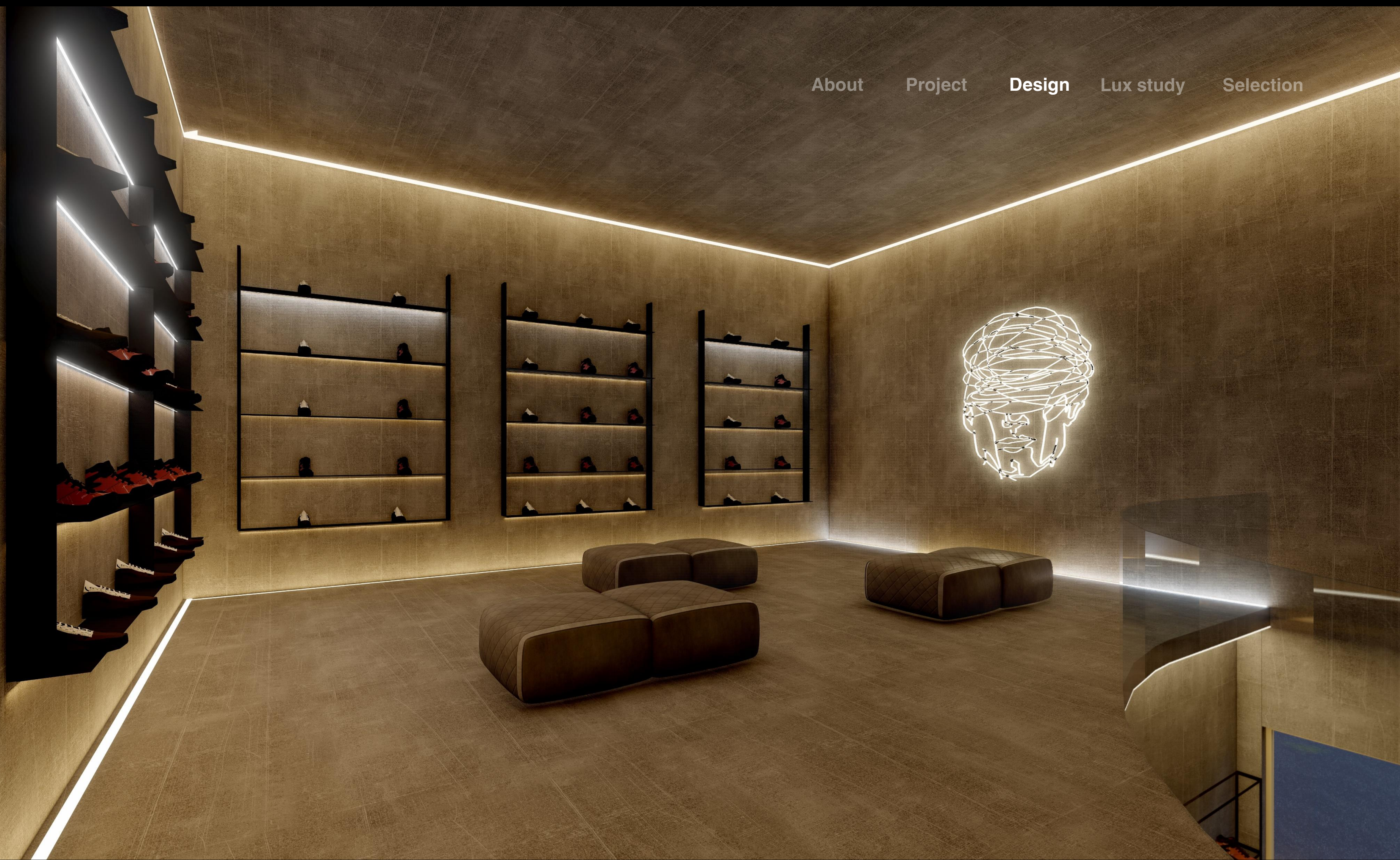
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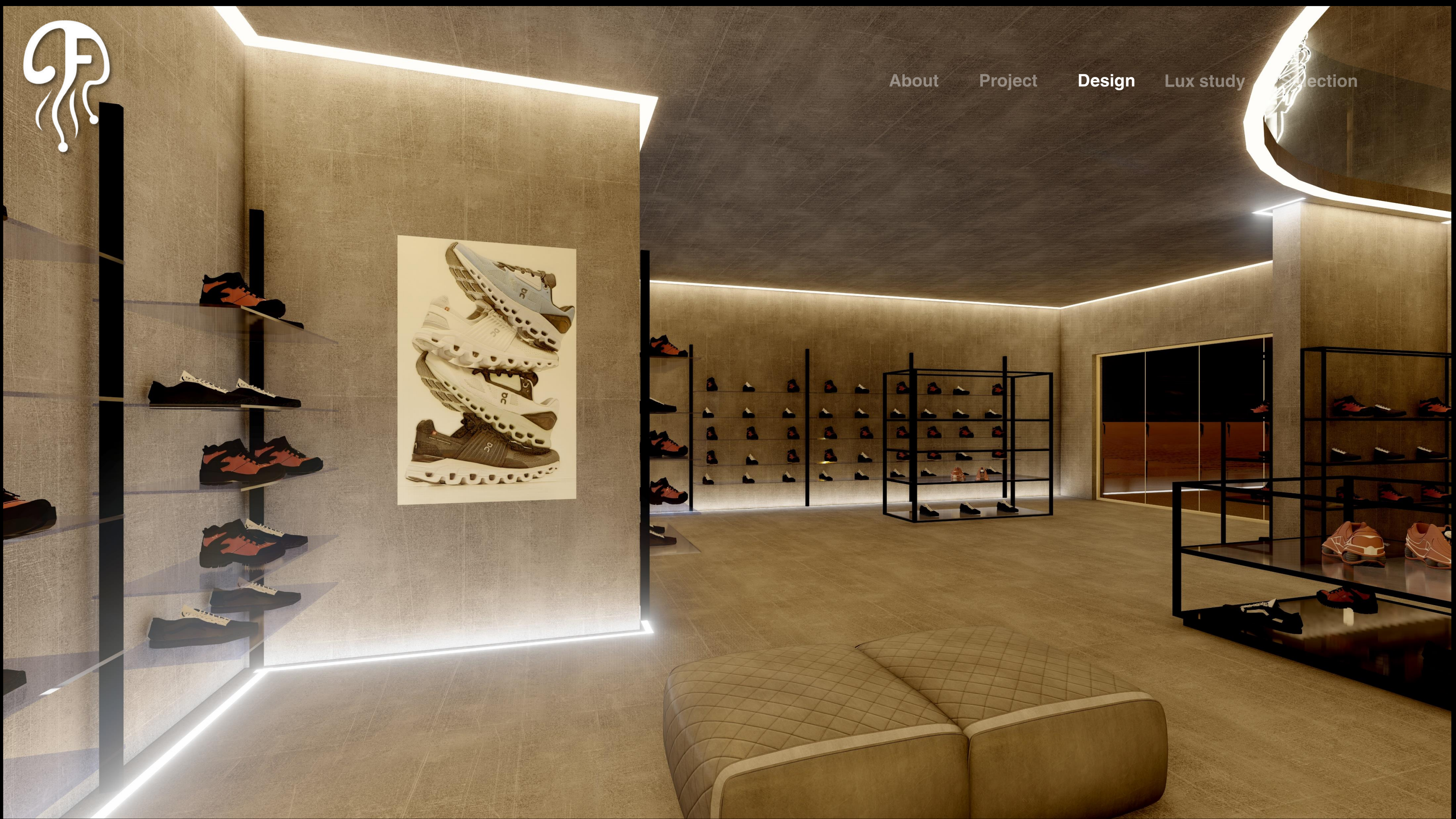
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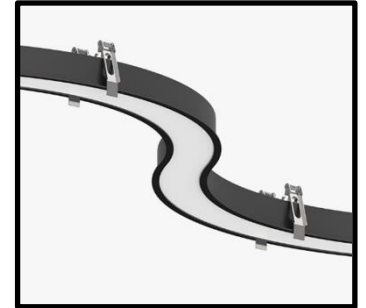
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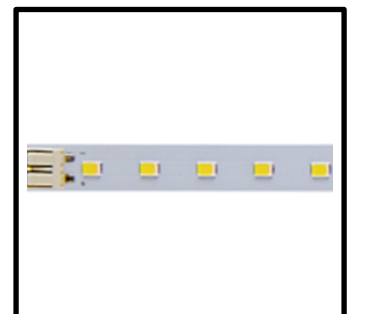




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### Recessed Linear

Lumen Output : 23 Watt  
CCT : 3000K  
IP : 20



### LED STrip

Lumen Output : 1400 lm  
CCT : 3000K  
IP : 20





# Thank You

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