

INTRODUCING
A fitting room mirror that
lights up your bottom line.



scenesetter
TM

Turn “I don’t know”
into “I’ll take it!”

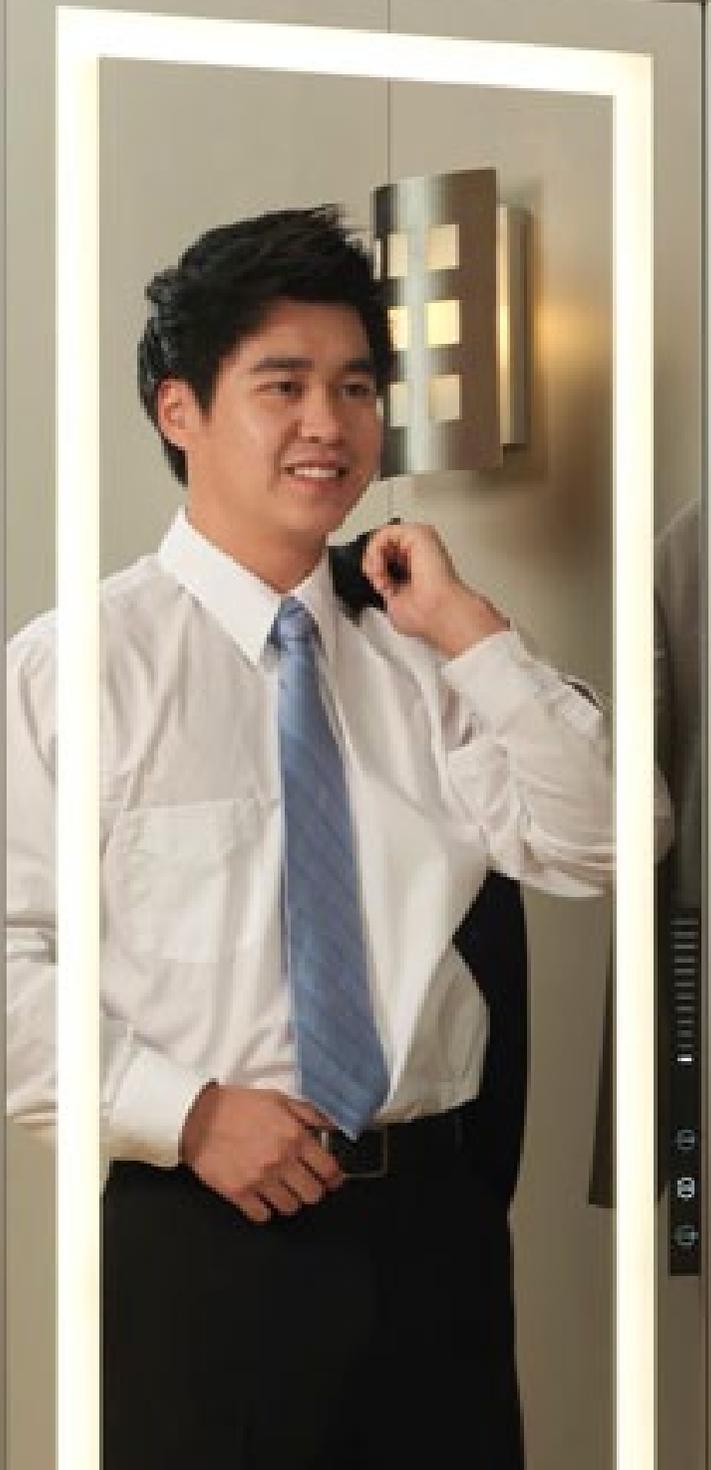
You see it every day – a shopper heads for the fitting room with an armload of clothes, only to leave empty handed. Why do you lose sales in the fitting room? Nothing “looked right.” And many times, that’s due to unflattering lighting that makes a shopper look ill and feel frumpy.

“With really bad lighting, you look at yourself, you look at your skin and you’re completely distracted.”

–Wendy B. McDevitt, Anthropologie, as quoted in the Wall Street Journal.

Introducing Scenesetter™, a uniquely lit mirror that enables shoppers to focus on your merchandise instead. The result? An increase in purchases, fewer returns, and happier shoppers.





Fitting rooms should flatter, not frighten.

If you're not showing shoppers in their best light, you're leaving money on the fitting room floor.

“Customers who try on clothes in fitting rooms have a 67% conversion rate.”

– Envision Retail, Ltd. as quoted in the Wall Street Journal.

With different settings replicating outdoor, evening and office light, Scenesetter™ highlights subtle nuances of color tone, letting your customers see themselves in a whole new light. A quick touch of a button and they can see how they'll look in various real-life situations: a romantic dinner, a business presentation, an outdoor excursion.

Customers want clothes that make them look good. And Scenesetter™ makes it easy for shoppers to say: “I love the way I look in this outfit.” They'll relax more – and buy more.

See what customized dressing room lighting can do.

An easy-to-use touch-screen interface allows shoppers to control lighting and adjust the color temperature and intensity to achieve their most flattering look while they try on their selections. What's more, we can customize Scenesetter™ for your store's unique design needs, offering customers a level of luxury that makes trying on potential purchases more pleasant.

- Evening: 5731 lumens
- Office: 5770 lumens
- Outdoor: 5733 lumens
- Voltage: 100V – 240V
- Weight: 75 lbs
- 24"W x 60"H x 2.25"D

2800K - Evening



3900K - Office



5100K - Outdoor

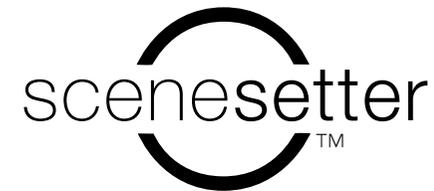


A vertical mirror with a glowing white LED border is mounted on a wall. To the right of the mirror is a modern, cylindrical wall sconce with a grid pattern. The mirror reflects a wooden stool. The background is a neutral, light-colored wall.

Top designers understand how Scenesetter™
can motivate your customers.

“ ...the perfect tool to replicate lighting we experience throughout the typical day — office, restaurant, romantic evenings (there are dimmers), bright daylight. Now our clients can...know that they can run through a gamut of challenging light without leaving their own home.”

.... Clodagh



Imagination

ENDO/ICON creates award-winning site specific lighting for a wide range of settings, from retail boutiques and malls to hotels and museums, transit stations, hospitals, schools, aquariums, airports, national landmarks and more. Each design solved a specific problem, enhanced the site's environment, increased energy efficiency, and most of all provided perfectly matched illumination for the space. For our complete line of retail solutions that show your property in the best light, visit iconintl.net

www.iconintl.net

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