

TUMI



‘Our stores certainly wouldn’t look as good’ without Regency’s expertise

Regency helps TUMI ‘make product look great’ in 500+ stores over three years with exceptional lighting design

Preparing for a major rollout

TUMI is a global luggage brand with stores from Boston to Beijing. Regency began working with the company a little over three years ago, just ahead of its rapid, 500-store expansion.

Getting the lighting right in these new stores was a top priority for TUMI Sr. Director of Global Store Design, Glenn Trunley.

“In the industry, at many levels, lighting is overlooked and sometimes seen as something that’s too expensive to really come up to the level that perhaps one would want,” Glenn explained. “In my estimation, it’s a critical piece of the overall store design. It’s a critical piece in visual merchandising. I think with a little bit of investigation, a little bit of work, the results far exceed the time and effort that you’d have to put into it.”

One of the key areas Regency was tasked with “investigating,” as Glenn put it, was how to make otherwise drab, colorless merchandise look appealing, or even bright.

OBJECTIVES:

- Increase lighting levels across all stores
- Develop a consistent spec to implement in 500+ new stores
- Provide balanced lighting to create visual appeal for varying luggage types and colors
- Navigate energy restrictions while making lighting a front-and-center component of global store design

“Our new lighting has a lot more impact when you walk in and focuses on the product, not the lighting, allowing the merchandise to be the hero when you enter the store.”

Glenn Trunley
Sr. Director, Global Store Design
TUMI

Dialing in a consistent lighting specification

Glenn and Regency's lighting design team brought several key TUMI executives to a color lab for a day of experimentation with various lighting technologies, color temperatures, and color rendering indexes. With TUMI merchandise under the lighting, Regency and the company's decision-makers together arrived at a consistent technology, look, and color temperature for the brand.

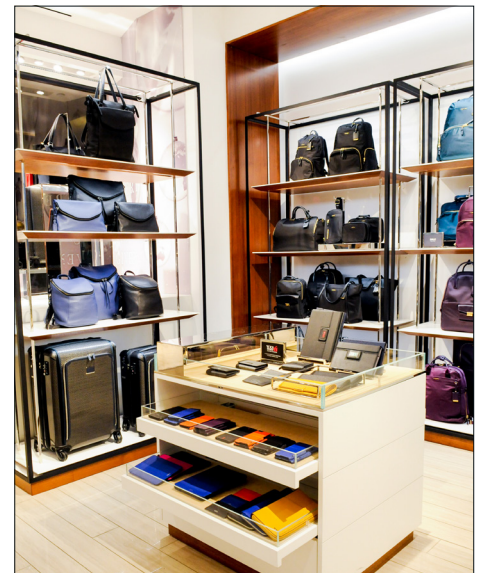
"At the end of the day, our job is to make the product look great," Glenn said, recounting the color lab experiments. "So we found a solution that really even made our darkest, dumbest black luggage look really, really good, and also maintained a really nice color spectrum through all of our more colorful merchandise."

But working toward this new lighting spec for TUMI stores was as much about enhancing the look of brand merchandise as it was bringing a consistent look and feel to stores.

"When I came on board with TUMI, we had a few different store concepts and they had all different kinds of lighting," Glenn said. "Fortunately, with the work we did with Regency, we were able to dial that in a prototype lighting design that was very consistent that we're going to use in all of our stores going forward. We'll also go back and retrofit stores to this look. So if we open a store in Shanghai or London or New York City, we're very, very consistent with the type of lighting and the way the light comes out in the store."

"Working with Glenn and the TUMI team, I had the privilege of guiding them towards technologies and products that would suit their store design and highlight their merchandise, but also, was able to develop a prototype lighting design which we could implement brand wide across the globe."

Tori Cole
Design Manager
East Coast



Another wrinkle to consider: Energy codes and sustainability

TUMI's first challenge was deciding on a lighting spec that would properly light their luggage.

Their second challenge was navigating energy codes and making their stores sustainable on a budget.

"The restrictions in power with the Title 24 things that were going on in the industry made it increasingly difficult to have the right amount of light," Glenn explained.

Regency wanted to help TUMI stay ahead of the curve with energy codes so they didn't incur major costs down the road. LED was a big part of the solution for TUMI — providing both strong light levels and foremost efficiency.

When explaining his success with TUMI's lighting overhaul, Glenn pointed to the ease of working with our team of designers and lighting specialists.

"We count on Regency's in-house lighting experts."

PARTICIPANTS

End User:

TUMI Global

Distributor:

Regency Supply



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