



Svijet medija – Retail Store Lighting Solution

The project was developed for Svijet medija, one of Croatia's leading retail and wholesale chains for consumer electronics, home appliances and IT equipment, operating 12 stores across major cities and a nationwide online shop.

The new store, covering more than 700 sqm, was opened as part of the company's continued retail expansion. As a large-format consumer electronics store, the project required a lighting concept capable of supporting product presentation, customer comfort and a modern shopping experience across different functional areas.



Key Facts

Client: Svijet medija

Country: Croatia

Key outcome

This project marked the third collaboration with Svijet Medija and the most extensive to date. The client continued the partnership based on positive experience, close collaboration, and our lighting team's expertise in delivering a tailored solution for the new store.



The customer's objective was to create a visually attractive and consistent retail environment while ensuring appropriate lighting performance throughout the sales floor, warehouse and support areas. The installation required a comprehensive lighting solution tailored to the specific needs of each area, while maintaining a unified appearance and lighting quality across the entire store.

A comprehensive lighting solution was deployed across the entire store, including retail areas, warehouse and support spaces. Products were selected to meet the specific functional needs of each zone, ensuring consistent customer experience and effective product presentation throughout.



The final result provides a modern and visually appealing retail environment that aligns with the premium image of a leading consumer electronics retailer. The lighting concept enhances both customer comfort and product visibility, while ensuring a cohesive appearance across all areas of the facility.

The successful delivery of the project further strengthened the cooperation between the customer and the local partner, demonstrating the capability to deliver lighting solutions for large-scale, complex retail environments.



Luminaires installed

- OTAO LINEAR
- Insaver
- RESISTO
- Pixo Large
- Pixo Small
- OneTrack



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Although every effort has been made to ensure accuracy in the compilation of the technical detail within this publication, specifications and performance data are constantly changing. Current details should therefore be checked with Feilo Sylvania International Group Kft.

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