

Press release  
Dornbirn, June 2011

## **Levi's Green Store in Paris** **Environmental commitment**



B1 | The subject of sustainability is a central component of the new store concept: vintage look shelves and clothes stands from other older Levi's shops were used in the store.

The tall shop windows of the new Levi's Green Store near Saint Lazare train station in Paris face the street and the shopping arcade Passage du Havre. Shelves and clothes stands, the cash desk as well as the changing cubicles are organised as a compact functional unit in a clearly arranged shop interior. Distinctly characterised by the typically relaxed image of the Californian jeans brand on the one hand, the interior is also a stringent realisation of a comprehensive sustainability concept. In line with the specific requirements of the LEadership in Energy and Environmental Design rating system of the US Green Building Council, the Levi's design team considered more than just the central location of the store and its well-structured retail area. Important criteria for the conversion of the premises located in an old building also included operational efficiency, energy consumption and maximum reduction as well as environmental compatibility of materials used.

On entering the shop, unusual details give a first hint of the overall concept: robust shelves made of simple wooden boards and steel profiles profess a love of patina. Some of the wall elements and free-standing room dividers were taken from former Levi's stores and recycled in the Green Store. In congruence with this vintage look, the naked walls in the sales area do completely without plastering or colour. In some areas, the walls are clad with plain timber planks, which also spread out on the floor. As far as the ceiling design was concerned, the Levi's design team opted for a reduction in materials and against environmentally unfriendly coatings or visual coverings. Technical piping and wiring as well as suspension systems for the lighting therefore remain exposed. Rather than being a source of irritation, they are in fact component features of the overall design concept.



B2 | Energy-saving highlights: LED spots illuminate the shop window effectively. An intelligent lighting management system dims the light according to the prevailing insolation or darkness conditions.

**Fact box:****Levi's Green Store in Paris/F**

---

<b>Client:</b>	Levi's Frankreich (Levi Strauss Continental SA)
<b>Design:</b>	Levi's In House Design Team
<b>Lighting:</b>	Levi's In House Design Team
<b>Lighting solution:</b>	Zumtobel CAREENA LED recessed and surface-mounted luminaire, SUPERSYSTEM modular LED lighting system, LIVIANO spotlights, SL 1000 LED spotlights, LUXMATE Daylight light management system



B3 | Untreated timber planks and naked walls create an authentic and down-to-earth atmosphere. In line with the environment friendly concept, the Green Store is devoid of elements such as suspended ceilings, unnecessary coatings or complicated finishings.

Reduced energy consumption is a particularly important aspect of the LEED-certified Green Store design concept. The lighting system of the store was developed with a clear emphasis on LED. The flexibility of this technology means that it can be adapted to changing seasonal requirements. Further positive characteristics include minimal power consumption and a significantly longer service life as compared to conventional illuminants. The jeans models displayed in the shop window are accentuated with LED spots. A daylight sensor dims the focused light depending on the amount of sunshine and weather conditions prevailing at the time, allowing an overall reduction of the energy consumed. The basic illumination of the retail area makes use of the daylight entering the interior of the store through the shop windows. This is supplemented by four square LED light fields suspended from the ceiling. Specific areas can be emphasised using movable spotlights on a continuous track fixed to the ceiling. The spotlights can be rotated and tilted easily as required to put the collection into the best possible light. The lighting of the changing cu-

bicles made of robust wood is controlled by integrated motion detectors. If a cubicle is not used, the light is automatically switched off – a further energy saving detail.

A 33% reduction in the energy consumption was reported soon after the first Levi's Green Store was opened in Münster, Germany, in 2008. Levi's wants to establish new methods and alternatives for the future with the further development in the Paris flagship store. Apart from technical and aesthetic solutions, these also include other aspects of daily life: recycling paper is used in the back office and waste is separated. The electricity used, obtained 100% from regenerative sources, is supplied by a green power provider. Finally, there is even a recycling box for used jeans next to the till. About two pairs of jeans end up there every week and these are passed on to a charitable organisation. „Some customers simply leave their new jeans on and put the old pair in our box,“ reports the young store manager Katja Khat. The new Green Store in Paris shows that sustainability is a quality of life that many customers welcome.





B5 | From the passage, Levi's outs itself as a brand that embraces patina. The interior design and the concept of the LEED certified shop are exemplary in terms of sustainability and ecology.



B4 | Visible technology: the lighting suspension system is fully visible. Instead of being conceived as a fault, this lack of coverage complements the robust image of the shop. The spotlights can be arranged flexibly as required. Pleasant basic illumination is provided by four square LED light fields.

More information:



Zumtobel Lighting GmbH  
Nadja Frank  
PR Manager  
Schweizer Straße 30  
A - 6850 Dornbirn

Tel. +43 (0)5572 390 - 1303  
Fax +43 (0)5572 390 - 91303  
nadja.frank@zumtobel.com  
www.zumtobel.com