



POP REFRESH

COSMETICS DISPLAY

CASE STUDY

HUDABEAUTY
SEPHORA

POP REFRESH

COSMETICS DISPLAY

INTRODUCTION

With the growing interest in ‘clean beauty’ and concern for sustainability in recent years, it is not a surprise that major beauty brands like Sephora now integrate environmental consciousness and energy conservation into their business values and have been adjusting their businesses to reflect this belief. One way to help reduce energy waste is to minimize a brand’s overall carbon footprint, which is exactly what brands like Sephora have set out to accomplish by replacing retail store lights with LEDs.

In 2019 Sephora took an additional step to further conserve energy by limiting the power consumption of their in-store LED product displays. This regulation change in late 2018 directly impacted a 2-year recurring promotional beauty program for HUDA Beauty and the POP display manufacturer partnering with the retailer. Since 2017, these displays had been illuminated using the 24V version of LEDCONN’s [LUXFLEX LED flexible sheet](#) as backlighting and [LUXLINEAR LED light tubes](#) as accent highlight. A new power regulation meant that the existing lighting solutions either needed to be replaced or redesigned to fit the new lower wattage standard with 12V while also maintaining the desired brightness output of the previous 24V version that had been successfully drawing consumer attention and boosting sales for nearly two years.



**LUXFLEX™
FLEXIBLE LED SHEET**



**LUXLINEAR™
LED TUBE LIGHTING**



HUDA BEAUTY
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CHALLENGE

While the retailer's push for sustainability is a step in the right direction for establishing the retailer's image as a responsible, green corporation, all entities affected by this regulation were faced with the challenge of finding a way to comply. From the beauty brand's perspective, this change offered the opportunity of elevating their brand to be eco-friendly; however, it also presented the risks of deviation from original design, leading to reduction of ROI or undesired branding impacts, in addition to the complex change management for existing programs with vast deployment in stores. Maintaining the same design with minimum changes would be ideal. To help the beauty brand achieve the goal, the display manufacturer needed to determine how to create the display with a lower-power light engine. When brands make regulatory or design changes without providing flexibility for final dock dates, they can add a great deal of pressure for display manufacturers who are expected to deliver well-

engineered, marketable displays within a tight timeframe. For the display manufacturer, two of the key benefits of working with LEDCONN was the supplier's service-driven approach and unique capacity to custom tailor lighting solutions within a tight timeline. Upon learning about the new wattage restrictions for 2019, the display manufacturer started collaborating closely with LEDCONN to identify a realistic, energy-conserving solution that would work within the existing display structure.

Proper lighting is the key to bringing out the colors of makeup products, which is why LEDCONN's 24V LUXFLEX and LUXLINEAR were originally chosen as the fixtures of choice for their high brightness, even illumination, customizability, and compact size. Although selecting a different 12V lighting product could serve as a solution, pursuing this direction would potentially alter the original display design and add delays to the upcoming 2019 display program deadline. With their strengths in customization and engineering solutions to meet client needs, LEDCONN proposed to engineer the existing 24V products to 12V versions in order to maintain the original design intent. This approach directly helped reduce the voltage and wattage output and achieve the main objective.



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SOLUTION

With the concerns of potential weaker brightness, LEDCONN customized LUXFLEX through a challenging process that included numerous PCB layouts, prototypes, and testing. Eventually, LEDCONN was able to achieve the same level of attractiveness characterized by the 24V light engines. Upon approval of the redesign, LEDCONN then set out to prepare for the first article and production plan detailing out the procurement schedule of the electronics components and above all, its quality control plan. Powered by [LUXLINE LED strips](#), the LUXLINEAR light tubes were also successfully transformed into a 12V solution by carefully selecting a 12V strip and adding electrical components to further constrict energy consumption. By being able to customize in accommodation of the new changes, LEDCONN was able to satisfy the display manufacturer's lighting needs, uphold HUDA Beauty's branding, and comply with wattage restrictions to help reduce the retailer's carbon footprint.

While finding an alternate display lighting solution within the tight time frame could have been difficult for the display manufacturer to face alone, this challenge was overcome with the strong engineering, agile project management, and clear communication skills of the LEDCONN team. A Lighting Solutions Specialist was assigned to the project to assist the display manufacturer through the entire process, from initial redesign and retooling to mock-up, testing, reviewing, and all the way through to the final prototyping and post-sales support. With customer satisfaction as their top priority, LEDCONN's Specialist made sure to streamline the entire process for the display manufacturer within budget and on-time.

The quality of support provided from LEDCONN's engineering and project management teams helped ensure the display manufacturer's successful compliance with the branding and electrical challenges posed by the beauty brand and retailer. Through a strong partnership between the lighting supplier and display manufacturer, HUDA Beauty and Sephora were both able to fulfill their goals while simultaneously providing manufacturers like LEDCONN opportunities to continue innovating solutions that respect the environment. While the beauty industry continues to pursue these eco-friendly practices, the success of this initiative will set a precedent in the retail world for continued advancements in technological innovation and sustainability.

