



The best quality of light in miniaturised spots for Global Fashion Retail

TrueFashion

TrueFashion is a dedicated LED spot family answering the specific needs of Fashion Retailers. These miniaturised spots with clean and fine detailing offer contemporary design and blend seamlessly into your shop interior for a tailor-made look. This spot family provides the best quality of light by using innovative Philips Fashion Proof Optics (FPO). These FPO lenses offer higher intensity beams without spill light to optimise the contrast ratio and will reduce glare within the shop. In addition, the specially designed Philips fashion LED flavours enhance colours and visual qualities. In this way TrueFashion ensures a superior light experience. This dedicated fashion range supports your global expansion plans by being prepared for international certifications. In addition, we offer dedicated logistics and a local presence globally. Fashion is evolving rapidly towards a new balance between online and offline shopping. TrueFashion creates an optimal shopper experience to attract and engage the shopper while bringing the connected future of lighting in the shop by being ready to be connected to Interact Retail Display and Interact Retail EasyAim.

Benefits

- Best quality of light, thanks to Philips Fashion Proof Optics. These eliminate spill light and glare to create a high intensity beam with enhanced contrast ratio to enhance the shop design and setting the stage for the best presentation of the collection
- TrueFashion is a miniaturised spot family, designed to blend seamlessly into the shop design. The small size and fine detailing create a contemporary look, while the recessed structured optics minimise glare to give full focus on the merchandise and reduce dust perception
- Fully prepared for international certification to support global expansion plans with dedicated logistics and a local presence globally

Features

- Quality of Light with dedicated Philips Fashion Proof Optics which are designed for fashion with a high centre beam intensity, low glare and absence of spill light
- Philips Fashion LED flavours: PremiumWhite CRI 90, 3,000 k/3,500 k/4,000 k, PremiumColor and Denim
- Miniaturised spot head with a diameter of 66 mm for the Mini and 80 mm for the Compact size
- Full range of beams from Extra narrow beam 6° with 64 Kcd centre beam intensity up to 12°/18°/24°/30°/36° beam angles
- TrueFashion EasyAim for remote aiming of high window spots and Interact Retail Display to attract shoppers in the street

Application

- Fashion
- Retail

Specifications

| | |
|---------------------------------------|---------------------------------------|
| Accessories | Barndoor ST710Z |
| Beam angle lightsource | 120 ° |
| Beam spread luminaire | 12°, 24° |
| Main colour of the luminaire | Black |
| Dimming | No |
| Driver | Power supply unit (Power supply unit) |
| Driver failure rate at 5,000 h in % | 0.1 % |
| Initial correlated colour temperature | 3000 K |

| | |
|--------------------------------|--------------------------------|
| Initial input power | 28 W, 29 W |
| Initial LED luminaire efficacy | 78, 93 lm/W |
| Initial luminous flux | 2000 lm, 2700 lm |
| Input frequency | 50 to 60 Hz |
| Input voltage | 220 to 240 V |
| Inrush current (A) | 18 A |
| Material | Housing: aluminium |
| Optic | Beam angle 12°, beam angle 24° |
| Type | ST715T |
| Warranty period | 5 years |

TrueFashion

Versions



TrueFashion2 Compact - 3000 K

Product details



ST715T BK TrueFashion2 compact
FPO Lens detail

ST715T BK TrueFashion2 compact
Barndoor



ST715T BK TrueFashion2 compact
central hinge tilt

ST715T BK TrueFashion2 compact
back detail



ST715T BK TrueFashion2 compact
front view



| | |
|--------------------------------------------|--------------------------------------|
| - | |
| Driver failure rate at 5,000 hours | 0.1 % |
| Application Conditions | |
| Ambient temperature range | +10 to +35 °C |
| Suitable for random switching | Not applicable |
| Approval and Application | |
| Mech. impact protection code | IK02 |
| Ingress protection code | IP20 |
| Controls and Dimming | |
| Dimmable | No |
| Operating and Electrical | |
| Input Voltage | 220 to 240 V |
| General Information | |
| Beam angle of light source | 120 ° |
| Cap base | - |
| CE mark | CE mark |
| Protection class IEC | Safety class II |
| Optical cover/lens type | Structured bowl/ cover |
| Driver included | Yes |
| ENEC mark | ENEC mark |
| Flammability mark | - |
| Gear | - |
| Glow-wire test | Temperature 650 °C, duration 30 s |
| Light source replaceable | No |
| Number of gear units | One unit |
| Product family code | ST715T |
| UL mark | No |
| Initial Performance (IEC Compliant) | |
| Initial chromaticity | (0.422, 0.386) |
| Init. Corr. Colour Temperature | 3000 K |
| Init. Colour rendering index | 90 |
| Luminous flux tolerance | +/-10% |
| Mechanical and Housing | |
| Colour | Black |
| Diameter | - |

General Information

| Order Code | Full Product Name | Optic type |
|--------------|----------------------------------|----------------|
| 910500465729 | ST715T LED20S/PW930 PSU FPO12 BK | Beam angle 12° |
| 910500465753 | ST715T LED27S/PW930 PSU FPO24 BK | Beam angle 24° |

Initial Performance (IEC Compliant)

| Order Code | Full Product Name | Initial LED luminaire efficacy | Initial luminous flux | Initial input power |
|--------------|-----------------------------------------|--------------------------------|-----------------------|---------------------|
| 910500465729 | ST715T LED20S/ PW930 PSU FPO12 BK | 78 lm/W | 2000 lm | 28 W |

| Order Code | Full Product Name | Initial LED luminaire efficacy | Initial luminous flux | Initial input power |
|--------------|-----------------------------------------|--------------------------------|-----------------------|---------------------|
| 910500465753 | ST715T LED27S/ PW930 PSU FPO24 BK | 93 lm/W | 2700 lm | 29 W |

