



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

TrueFashion

TrueFashion is a dedicated LED spot family answering the specific needs of Fashion Retailers. These miniaturized spots with clean and fine detailing offer contemporary design and blend seamlessly into your store 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 optimize the contrast ratio and will reduce glare within the store. In addition, the specially designed Philips fashion LED flavors enhance colors 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 store 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 store design and setting the stage for the best presentation of the collection
- TrueFashion is a miniaturized spot family, designed to blend seamlessly into the store design. The small size and fine detailing create a contemporary look, while the recessed structured optics minimize 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 center beam intensity, low glare and absence of spill light
- Philips Fashion LED flavors: PremiumWhite CRI 90, 3000k / 3500k / 4000k, PremiumColor and Denim
- Miniaturized spot head in the diameter of 66mm for the Mini and 80mm for the Compact size
- Full range of beams from Extra narrow beam 6° with 64Kcd center 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°, 18°, 30°, 36°
Main color of the Luminaire	Black, white
Dimming	No
Driver	Power supply unit (PSU)
Driver failure rate at 5000 h in %	0.1 %
Initial correlated color temperature	3000 K
Initial input power	24.5 W, 28 W, 31.5 W
Initial LED luminaire efficacy	68, 75, 78, 79, 85.5 lm/W

Initial luminous flux	2000, 2700 lm
Input frequency	50 to 60 Hz
Input voltage	220 to 240 V
Inrush current (A)	18, 20 A
Material	Housing: aluminum
Optic	12 Beam angle 12°, 18 Beam angle 18°, 30 Beam angle 30°, 36 Beam angle 36°
Type	ST705T ST714T ST715T
Warranty period	5 years

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Versions



TrueFashion2 Mini - - - 3000 K -
Power supply unit - Beam angle
18° - White



TrueFashion2 Compact - - - 3000
K - Power supply unit - Beam
angle 24°



ST714T WH_20S-27S
TrueFashion2 compact-driver-in-
track product photo

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

Product details



ST715T BK TrueFashion2 compact
front view



ST705T WH TrueFashion2 mini
central hinge tilt



ST705T WH TrueFashion2 mini
Lens detail



ST705T WH TrueFashion2 mini
back detail



ST705T WH TrueFashion2 mini
front view

Application Conditions	
Ambient temperature range	+10 to +35 °C
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 °
CE mark	CE mark
Protection class IEC	Safety class II (II)
Driver included	Yes
ENEC mark	ENEC mark
Flammability mark	NO
Glow-wire test	650/30
Light source replaceable	No
Number of gear units	1 unit
Service tag	Yes
Initial Performance (IEC Compliant)	
Init. Corr. Color Temperature	3000 K
Luminous flux tolerance	+/-10%

Application Conditions

Order Code	Full Product Name	Maximum dim level	Suitable for random switching
41270800	ST705T LED20S/PW930 PSU CLM18 WH	-	No
41291300	ST705T LED20S/PW930 PSU CLM30 WH	-	No
41294400	ST705T LED20S/PC930 PSU CLM18 WH	-	No
41271500	ST715T LED20S/PW930 PSU FPO12 BK	-	Not applicable
96940000	ST714T LED27S/PC930 PSU FPO36 WH	Not applicable	Not applicable

General Information (1/2)

Order Code	Full Product Name	Cap-Base	Optical cover/lens type	Optic Gear type
41270800	ST705T LED20S/PW930 PSU CLM18 WH	-	Structured bowl/cover	- 18
41291300	ST705T LED20S/PW930 PSU CLM30 WH	-	Structured bowl/cover	- 30
41294400	ST705T LED20S/PC930 PSU CLM18 WH	-	Structured bowl/cover	- 18

Order Code	Full Product Name	Cap-Base	Optical cover/lens type	Optic Gear type
41271500	ST715T LED20S/PW930 PSU FPO12 BK	-	Structured bowl/cover	- 12
96940000	ST714T LED27S/PC930 PSU FPO36 WH	-	-	- 36

General Information (2/2)

Order Code	Full Product Name	Product Family Code	UL mark
41270800	ST705T LED20S/PW930 PSU CLM18 WH	ST705T	-
41291300	ST705T LED20S/PW930 PSU CLM30 WH	ST705T	-
41294400	ST705T LED20S/PC930 PSU CLM18 WH	ST705T	-

Order Code	Full Product Name	Product Family Code	UL mark
41271500	ST715T LED20S/PW930 PSU FPO12 BK	ST715T	-
96940000	ST714T LED27S/PC930 PSU FPO36 WH	ST714T	-

Initial Performance (IEC Compliant) (1/2)

Order Code	Full Product Name	Initial chromaticity	Init. Color Rendering Index	Initial LED luminaire efficacy	Initial luminous flux
41270800	ST705T LED20S/ PW930 PSU CLM18 WH	(0.422, 0.386)	90	79 lm/W	2000 lm
41291300	ST705T LED20S/ PW930 PSU CLM30 WH	(0.422, 0.386)	90	75 lm/W	2000 lm
41294400	ST705T LED20S/PC930 PSU CLM18 WH	(0.422, 0.386)	90	68 lm/W	2000 lm

Order Code	Full Product Name	Initial chromaticity	Init. Color Rendering Index	Initial LED luminaire efficacy	Initial luminous flux
41271500	ST715T LED20S/ PW930 PSU FPO12 BK	(0.422, 0.386)	90	78 lm/W	2000 lm
96940000	ST714T LED27S/ PC930 PSU FPO36 WH	(0.422, 0.386)	≥90	85.5 lm/W	2700 lm

Initial Performance (IEC Compliant) (2/2)

Order Code	Full Product Name	Initial input power
41270800	ST705T LED20S/PW930 PSU CLM18 WH	24.5 W
41291300	ST705T LED20S/PW930 PSU CLM30 WH	24.5 W
41294400	ST705T LED20S/PC930 PSU CLM18 WH	24.5 W

Order Code	Full Product Name	Initial input power
41271500	ST715T LED20S/PW930 PSU FPO12 BK	28 W
96940000	ST714T LED27S/PC930 PSU FPO36 WH	31.5 W

Mechanical and Housing

Order Code	Full Product Name	Color	Diameter
41270800	ST705T LED20S/PW930 PSU CLM18 WH	White	-
41291300	ST705T LED20S/PW930 PSU CLM30 WH	White	-
41294400	ST705T LED20S/PC930 PSU CLM18 WH	White	-

Order Code	Full Product Name	Color	Diameter
41271500	ST715T LED20S/PW930 PSU FPO12 BK	Black	-
96940000	ST714T LED27S/PC930 PSU FPO36 WH	White	-

