

The image shows the interior of a Rody store, a French automotive parts retailer. The store is brightly lit with numerous black, dome-shaped pendant lights hanging from a high ceiling with exposed metal beams. The lighting is the central focus of the advertisement. The store floor is filled with various automotive products, including tires, car parts, and accessories, displayed on shelves and in bins. In the background, a service counter is visible with staff members. The overall atmosphere is clean, organized, and modern.

**PHILIPS**

Lighting

Tailored creations

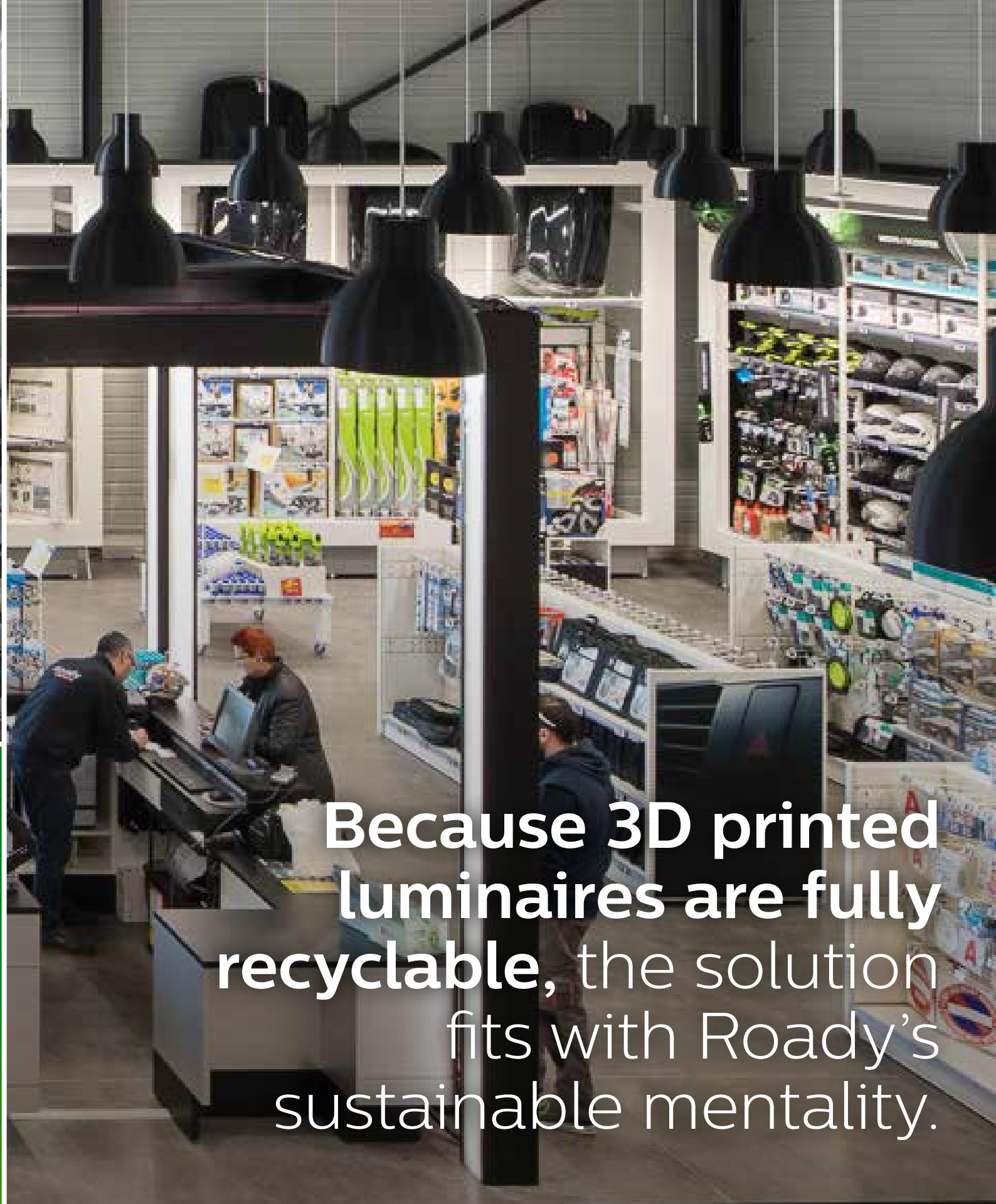
3D printed luminaires provide a custom, sustainable lighting solution for Rody

Rody  
France

Rody wanted a lighting solution that would support their brand, while improving the look of their store and supporting their sustainability goals.



Using the intuitive online configuration tool, Rody was able to select the appropriate color and shape combination to support their brand and help their store stand out.



Because 3D printed luminaires are fully recyclable, the solution fits with Rody's sustainable mentality.