

The Lumos Line

“M&S Lumos Circadian Mood Lamp”

A new premium Circadian Mood Lamp by M&S

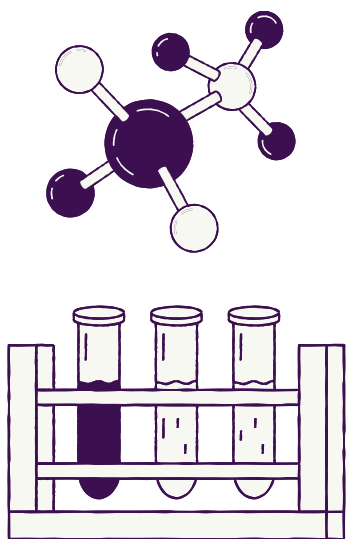
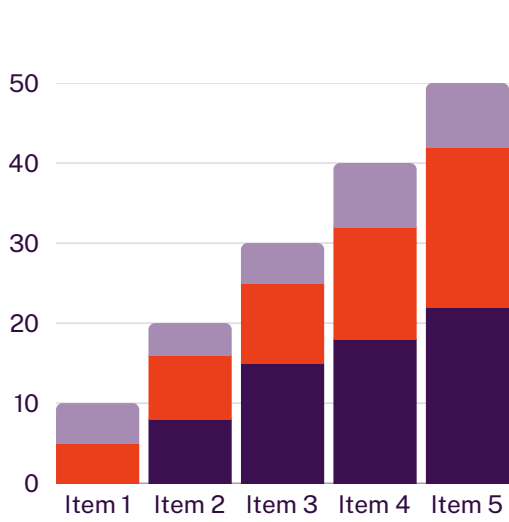


NEW BRAND DEVELOPMENT

- New wellness-tech brand for M&S
- First product: Lumos Circadian Mood Lamp
- Combines circadian lighting + heatless aromatherapy (Andersén, 2021)
- Expands M&S into Health & Wellness Electronics
- Aligns with premium home and lifestyle positioning

HOW IS THE NEW BRAND ALIGNING WITH CUSTOMER TRENDS?

- Rising focus on sleep quality
- High demand for stress-relief products (Iqbal and Suzianti, 2021)
- Growth in home-based wellbeing routines
- Increasing interest in smart lighting (Huikkola, Kohtamäki and Ylimäki, 2022)
- Consumers seeking calm, balanced spaces



SEGMENTATION

- **Demographic:** Ages 25–55, professionals, upper-middle income (Huikkola, Kohtamäki and Ylimäki, 2022)
- **Psychographic:** Sleep improvers, self-care adopters, tech-comfortable users
- **Behavioural:** Routine seekers, mood enhancers, aromatherapy users

MARKETING MIX

Product (Service)

- Circadian LED spectrum
- Adaptive day–night modes
- Heatless fragrance diffusion
- Premium ceramic + fabric design (Andersén, 2021)
- Optional smart-app routines.

Place

- Digital ads + social campaigns
- Wellness influencers
- In-store demos and fragrance trials (Iqbal and Suzianti, 2021)
- Sparks member offers
- Seasonal “sleep & calm” promotions

CONCLUSION

- Strong fit with wellness-tech trends
- Blends science + premium M&S design (Iqbal and Suzianti, 2021)
- Supports sleep, mood, and home ambience
- High long-term market potential

REFERENCE

Andersén, J. (2021) ‘A relational natural-resource-based view on product innovation: The influence of green product innovation and green suppliers on differentiation advantage in small manufacturing firms’, *Technovation*, 104, pp. 102–254. Available at: <https://doi.org/10.1016/j.technovation.2021.102254>.

Huikkola, T., Kohtamäki, M. and Ylimäki, J. (2022) ‘Becoming a smart solution provider: Reconfiguring a product manufacturer’s strategic capabilities and processes to facilitate business model innovation’, *Technovation*, 118, pp. 102–498. Available at: <https://doi.org/10.1016/j.technovation.2022.102498>.

Iqbal, M. and Suzianti, A. (2021) ‘New Product Development Process Design for Small and Medium Enterprises: A Systematic Literature Review from the Perspective of Open Innovation’, *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), p. 153. Available at: <https://doi.org/10.3390/joitmc7020153>.