

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

In the past, they were just a place to make a transaction, but tomorrow's stores will be more of a destination in their own right.

Andy Warhol's prediction is gradually becoming a reality: some stores are beginning to resemble museums.

<http://polygone-riviera.fr/news-detail/ART%20RAMETTE>

Seen in Paris and Cagnes-sur-Mer

In its new store on Rue Cambon in Paris, an 850 square-metre space that is part fashion boutique and part art gallery, premium clothing brand Zadig & Voltaire displays works by Richard Serra, Julian Schnabel and Daniel Firman against a stripped-down modernist backdrop. At the other end of France, the Polygone Riviera shopping centre in Cagnes-sur-Mer has recruited a former director of the Palais de Tokyo to showcase the works of famous artists in its halls, inspired by the idea that art should not be the preserve of the elite. After Miro, it was the turn of Philippe Ramette's photographs to be displayed at the mall until 7th October. Based on a similar concept, the Beaugrenelle centre in Paris invited Fabrice Varini to express his art inside and on its walls (until 22nd October).

What to think of it?

While the art world and retail brands have already started to forge relationships in the luxury sector, these types of alliance are likely to gain further ground in the future and ultimately reach a wider population, as illustrated by the Cagnes-sur-Mer and Paris Beaugrenelle shopping centres. And given that you can now buy anything you want on the web, why do people keep going to shops? What drives consumers **isn't always the desire to make a purchase. Sometimes they are just looking for a different experience**, to be astonished, to feel emotion and to see and learn something new. **So tomorrow's stores will be destinations in their own right** and not just places in which to conduct transactions. **Places to wander through, explore, discover and lounge around.** This is the spirit that fuels art galleries, which is why brands are now tempted to conjure up something similar to form more emotional ties with their customers, ties that will create memories and feed the buzz.



Reducing waiting times is not just a concern for commercial reasons. It is also a way of caring for customers.

Trying to come up with solutions to minimise anything that may cause exasperation for customers is not solely the preserve of retailers.

<http://jefile.fr>

Seen in Paris and France

This summer in Paris, the Centre for National Monuments trialled the free JeFile application during tours of Notre Dame Cathedral. The app, which is available in eight languages and can be used within a 25 km radius, provided real-time information about the length of the queue and suggested a visiting time depending on the number of people accompanying the user or their desire to get through as quickly as possible. Alternatively, it allowed them to choose their own time to visit. Those who were already at the site needed only to enter their phone number in a terminal, which then sent them a message when it was their turn to go through. A few months earlier, the application was trialled in several Carrefour, Auchan and Géant stores. In this instance, customers were placed in a digital queue when their basket was almost full and were told at what time they would be able to go to the till, which gave them the time to finish their shopping. They could also delay this moment if needed.

What to think of it?

Whether it be public monuments or supermarkets, the challenge today is the same: **how do you avoid putting off visitors/customers** by informing them of the waiting times they face? Now that the internet and social media are an integral part of our daily lives, the prospect of having to queue for something (information, a place or a service) seems less and less bearable. What people were resigned to doing in the past has now become **an assessment criterion, if not a reason to pull out**. Thus, any efforts made to organise waiting times are seen as **positive signs of benevolence** that meet people's desire to live in a world that works more smoothly (or is this just a fantasy?). This is essentially **one more way of building customer loyalty**. In retail, the challenge seems even tougher when we consider that, for a few years now, we have witnessed **the gradual fragmentation of shopping, causing loyalty to specific stores to deteriorate** and reducing the average basket size. This makes waiting times at tills even harder to stomach. For **tourists, an increasing number of whom are "city breakers"**, time is also fragmented and needs to be optimised if they are to make the most of an array of options that is increasingly varied and tempting. By helping retailers retain their customers or encouraging Parisians to come and rediscover their city's monuments, the JeFile app reminds us that **allowing customers to manage their own time is a great way of restoring their joy of discovery**. This is crucial for the world of commerce.





Tell me how you live and I'll suggest what you need.

Millennials are the focus of a huge amount of marketing nowadays, but how many products specifically designed for them can they find on store shelves?

Seen at Sephora

Proving that no brand need be confined to its original market, StriVectin, the anti-ageing care specialist that built its image and reputation on treatments for mature skin, recently launched its new Nia range for Millennials ("created by Millennials for Millennials"), which is exclusively available at Sephora stores. Nia, an acronym for "Not into ageing", was developed to protect the skin against the damage that can be caused by the ultra-connected lifestyle of Millennials. The aim is to minimise the effects of intensive mobile phone use, which encourages eye creasing and the formation of neck wrinkles. Someone just had to think of it... To maximise its exposure, Nia is obviously focusing on social media and especially female Instagrammers.

What to think of it?

Although it is purely anecdotal and, for some, a target for derision, the example of the Nia range is nonetheless illustrative (and a reminder) of the importance for brands to **keep up to date with the lifestyle of their target populations**, so as to offer them the products and services that best fulfil their expectations. That means **giving them the feeling that they are understood**. And while Millennials now occupy the thoughts of all marketing people, they are often addressed in a fairly abstract way, in terms of their relationship with time, work, authority, politics or brands. Ultimately, the only specificity of the products dreamt up to appeal to them is the fact that they rest upon a strong sense of community. However, what makes Nia different is that it offers **them a tangible solution that caters for their lifestyle**, which is practically defined by the intensive use of new technologies. Could we soon be seeing the appearance of a cream to soothe ears chafed by headphones, or an ointment that improves finger agility when using touch screens?

The fantasy of the brandless brand will never die. The concept is back once again, with a contemporary flavour.

When someone comes up with a brandless brand, they always place the emphasis on starkness and meaning. A possible source of inspiration for "real" brands?

<https://brandless.com>

 Quentin H. / International Marketing

Seen in the United States

Two American entrepreneurs recently launched the Brandless online store, which is unique in that it only sells \$3 products. They achieve this by closely controlling costs, notably those relating to stock, packaging and the point of sale. The Brandless range includes a whole host of basic cooking, cleaning and personal care products, all sold as own-brand goods. Most of these items are organic, gluten-free and non-genetically modified. The assortment is limited to several hundred essential products. The website also works in conjunction with the charity Feeding America, to which it offers meals.

What to think of it?

The sheer number of initiatives that highlight new ways of selling (self-managed stores, socially-responsible offerings, roof-grown vegetables, batch sales, etc.), one of which is the Brandless model, tells us first and foremost that **retail is about more than the pleasure of consuming**. It can also **contribute to the invention of a new social model**, one that is more egalitarian and more socially responsible, or which is geared towards improving people's well-being, lifestyles and diet. It is as though the world of retail has taken it upon itself to **work on its environment so as to fix its excesses**. Here, Brandless is updating the concept of the "brandless brand" (a paradox that has been regularly reappearing in stores for the last 30 or so years), which is driven by the desire to **reduce what can be seen as a "brand tax"** (which pays for advertising, intermediaries, packaging, etc.), but is this time enriched by a **social dimension** thanks to the single price point and the partnership set up with a charity. The company's offering is cleverly contemporary and should be viewed by "real" brands not as a slightly offbeat and harmless utopia, but as a model that they should perhaps follow.



Brands have always talked the talk. Now they must walk the walk.



More and more brands are seeking to be defined by their actions rather than their words. This allows them to capture attention and develop closer ties with their customer community.

Seen in the Haut Marais

In early October on Rue de Turenne in Paris, the My Little Paris “good deals” newsletter (which is owned by aufeminin.com and whose business model includes the sale of subscription boxes) opened a 450 square-metre pop-up venue for a period of three months. Its purpose is to give women a taste of entrepreneurship. Christened Mona, it offers readings, conferences, workshops and a coworking area, as well as a café and a discussion space. “*How to find business partners*”, “*Advice from a 72-year-old working girl by Perla Servan-Schreiber*”, “*The power of sisterhood by Alice Zagury from The Family*” and “*The voice of a generation: from fiction to activism by Lena Dunham*” are some of the events already announced. Mona is open to everyone, free and funded by the brands (including Estée Lauder and Axa) involved in its themed workshops.

What to think of it?

Founded on a strong community spirit, My Little Paris previously opened a “holiday home” (see L'Œil from September 2016) on the outskirts of Paris to encourage its readers to meet up and spend time together. This demonstrates its desire to **enhance its content with experiences** (i.e., physical brand content). Today, it is going a step further with a pop-up venue whose role it is to give women a hunger for business. Establishing a physical presence at a location is a good start for a brand. Communicating a desire to help the members of its community breathes new life into the approach and opens new opportunities to get its message out. **Brands can no longer content themselves with pushing a purely aesthetic vision of the world. The vision must be ethical too.** And telling the story of their own origins and know-how is now less important than **allowing people to write their own story**. Having once been focused on forging ties, brands must now be prepared to **spur consumers into action**, which could be seen as a less superficial way of connecting with their target audience. The brands that survive will be those that will have succeeded in **creating a connection and embodying a message**.



A glance in the rear-view mirror

In December 2006,
L'Œil featured the following item
Fun guerilla
www.guerillagardening.org

The facts

“Guerilla gardening” is a new urban phenomenon from the UK. This community movement relies on volunteer gardeners who are driven by the desire to grow flowers in private or public spaces that have been abandoned. This is their way of encouraging landlords and local councils to maintain their green spaces. The community is now looking to expand to Paris.

The analysis

A trend that is both original and offbeat (and probably unimaginable only a few years ago), “guerilla gardening” is primarily an illustration of what can be done thanks to the internet, by bringing people and ideas closer together, regardless of the anecdotal or utopic nature of a concept. What’s more, it demonstrates that today’s city dwellers are keen to take action to transform their environment and make it their own. It is also a symbolic expression of the (ideological) power of nature and the necessity to “import greenery” where it does not appear naturally, for the purpose of creating a better life. On top of this, it serves as a reminder that the daily battles we face can be approached with a dose of fun and levity.



Word of the month

Urban farmer: a farmer who grows crops in an urban environment and on any surface available: roofs, walls, wasteland, embankments, abandoned quarries, etc. In Paris, a target of 100 hectares of revegetation, including 30 hectares for agriculture, has been set for 2020.



Catching the eye

E-health – 78% of French people consider that the use of technology in the healthcare sector constitutes progress, according to a Zoom survey by L'Observatoire Cetelem. However, they are divided when it comes to **telemedicine: 51% of the French population is in favour and 49% against**. They are more likely to see remote consultations as an option for routine formalities, such as repeat prescriptions (62%) and medical certificates (57%).

(Survey conducted by Harris Interactive from 5th to 7th September 2017.)

<http://observatoirecetelem.com/les-zooms/enquete-33-septembre-et-la-sante-demain>

According to a survey conducted by BVA on behalf of communication agency La Chose, Millennials continue to place their trust in traditional media when it comes to obtaining information: **42% choose television and 37% the written press, while social media lags far behind in 5th position (24%)**.

(Survey conducted between 12th and 23rd May 2017 on a sample of 2,114 people aged 18 to 30.)

According to a survey conducted by Havas during Paris Retail Week, which took place on 19th–21st September this year, **85% of French consumers like sales staff to be passionate** about what they sell. Meanwhile, 65% of 18-24 year olds believe that their loved ones give out the best consumer advice.

Summing Up

For €4.99 a month, start-up Koober offers hundreds of summaries of non-fiction books in text or audio format, which can be read in less than 30 minutes.

<https://koober.com>

Be-Bike is a peer-to-peer bicycle rental application. In towns large and small it is now possible to rent a bike for as little as €5.

www.so-bebike.com

Dreamt up by Crédit Suisse, Digipigi is a connected money box that works via two different apps. The first is for children and allows them to keep an eye on their savings as they grow and to allocate these funds to an objective. The second enables parents to monitor withdrawals and transfer rewards to their kids.

www.credit-suisse.com/ch/fr/privatkunden/konten-und-karten/viva-kids/digipigi.html

 Fanny L. / Brand, Communication & Advertising

Clothing retailer Gêmo now offers "Lookbot by Gêmo", a chatbot available via Messenger that can guide customers based on their body shape and recommend products.



In Turin, Carrefour has launched Market Urbano, a format that offers city dwellers sushi and WiFi, as well as the facility to book a tradesman (electrician, plumber, locksmith, cobbler, etc.). In Milan, Carrefour Express Urban Life is a minimart that also serves as a coworking space, a lounge bar and a restaurant.

At the Mercedes-Benz museum in Stuttgart, Mercedes and Bosch are currently trialling an autonomous car park. Visitors can have their Mercedes parked using a dedicated app that eliminates the need for a valet.

After an initial trial in Calais, the seaside resort of La Grande-Motte is set to inaugurate a fleet of pedestrian crossing cameras. These cameras will identify and punish motorists who do not give way to pedestrians.

Researchers from the universities of Texas and Hanyang (South Korea) have developed a type of thread, christened Twistrion, which generates electrical energy when twisted and stretched. The hope is that the thread will be able to power connected clothing.



First presented at the Frankfurt show, the Smart Vision EQ Fortwo is an autonomous electric vehicle (with no steering wheel or pedals) designed specifically for ride sharing. It will be able to travel from one point to another without a driver, picking up passengers along the way, having first communicated with them via their smartphone. A large screen located in the front grille will enable it to interact with road users.

www.youtube.com/watch?v=v8ZaHY0kdqc

For the first time this year, Ikea's catalogue included kitchen furniture made from recycled wood and covered with a decorative veneer made from recycled plastic bottles.

After contactless, fingerprint and retina-scan payment, Chinese e-commerce site Alibaba is set to roll out "smile to pay", which uses a facial recognition tool. The system is currently being trialled at KFC restaurants in the Chinese city of Hangzhou.

 Patricia B. / L'Observatoire Cetelem




Italian luxury clothing label Salvatore Ferragamo has launched a capsule collection manufactured using the residue from squeezed citrus fruits, thanks to a partnership signed with Orange Fiber, a company specialising in innovative eco-sustainable fabrics. Each year, the orange juice industry produces 700,000 tonnes of residue in Italy alone.

The Menu app allows users to be identified the moment they enter a partner restaurant, thanks to a Bluetooth chip installed under each table. They can then order and pay for their meal using their smartphone.

www.usemenu.com/?lang=en



Employees of BNP Paribas Personal Finance help to uncover the micro-facts reported in L'Œil by L'Observatoire Cetelem.

 means that the fact or the news in brief was spotted by one of them.

L'Œil de L'Observatoire Cetelem analyses micro-facts on consumption, revealing the emergence of new manners of spending.

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