

# l'œil

n° 248  
February 2018

in depth study of new  
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

## After theme parks, here come food parks

Now that food has become a bona fide pastime for so many, is it really surprising to discover that there is now a theme park devoted entirely to gastronomy?

[www.eatalyworld.it/en](http://www.eatalyworld.it/en)

### Seen in Bologna

Recently inaugurated near Bologna, Fico Eataly World (Fabbrica Italiana Contadina) is essentially a large theme park focused entirely on Italian cuisine. This 100,000 square metre site boasts 40 restaurants, various delicatessens and workshops producing charcuterie, wine, beer, pasta and patisseries, as well as offering educational activities. Visitors can also explore the park's two hectares of fields and farms to see 200 animals and 2,000 cultivated products (ranging from citrus and other fruit trees to cereal crops). It also features conference rooms and buildings for cultural events. The complex, entry to which is free, is seeking to become the number one international location in which to celebrate Italian gastronomic biodiversity and hopes to welcome six million visitors each year.



### What to think of it?

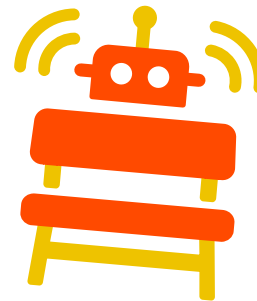
Fico Eataly World's size and ambitions make it a unique project. But what the theme park's existence highlights first and foremost is the status that food has now taken on, having gradually evolved beyond its primary role to become **a reflection of our society and many of our preoccupations**, whether it be healthy eating, ethics, biodiversity or the preservation of our gastronomic heritage. And thanks to its sheer scale, Fico Eataly World also offers the brands it hosts a new forum for expression that allows them to break free from purely product-based communication and their usual points of sale, to instead set foot in a vast theatricalised environment that enables them to showcase their roots, traditions and know-how. **In the past, brands were keen to expand their offerings. Today they are seeking to enrich them** by taking consumers on a journey through their culture, thus catering for people's desire to know more about what they eat. **Here, the Farm-to-Table concept** becomes a reality.

## What will be the role of artificial intelligence and voice assistants in the retail sector: rear-view mirror or crystal ball?

With artificial intelligence now making inroads into retail, the relationship between stores and customers is inevitably going to be altered. New retail experiences are on the way.

### Seen on the web

Luxury e-commerce website Net-à-porter recently provided customers with access to an artificial intelligence system that is able to suggest outfits for particular occasions, whether it be going on holiday, a party, a wedding or starting a new job. The company invested more than £400 million in the tool's development. It can also suggest items based on personal tastes, previous purchases, the user's profession or their geographical location. If the questions asked are too specific, however, the assistant will suggest contacting a personal shopper of the human variety.



### What to think of it?

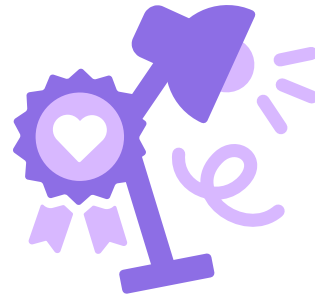
The degree of personalisation consumers now expect poses a fresh challenge for the retail world that could be met through artificial intelligence. Although personal shoppers have long been used by luxury shops as a strategy to boost sales, **a gap remained between unassisted searching and the services of personal assistants**. That gap has now been filled. Optimists will be pleased about the rise of this form of intelligence in the sphere of customer relations, seeing it **as an opportunity to offer fun and unifying experiences**. Sceptics, on the other hand, will have questions regarding the way in which tastes and aesthetics form in our society. The suggestions made by artificial intelligence are **founded on purchasing histories and user profiles. How can it produce ideas that are unexpected and even surprising?** Are such systems not merely flattering users, rather than acknowledging them? The traditional consumption model, which is too often synonymous with accumulation, is finding it increasingly difficult to appeal. To regain its attractiveness, **could it not occasionally look into a crystal ball rather than the rear-view mirror**, to open the door to hitherto unimagined possibilities? What could be more exciting than allowing consumers to be astonished by themselves? For a brand, **establishing a relationship is not always simply about holding a mirror up to its customers, especially when the latter increasingly expect to be surprised**.

## Unusual locations

Whether they are rooted in the web or the physical world, more and more brands are dreaming up locations that reflect their values and worldview. Locations. Not shops. But what is the distinction?

### Seen in Paris, New York and Immeln (Sweden)

What brand today does not have its own emblematic location? Website My Little Paris has been making regular incursions into the real world over the last few years, in the form of a House in which any of its readers could happily live. Meanwhile, men's media brand Merci Alfred, which belongs to the same group, opted to open a temporary garage at which it invited its readers to gather. Last November in New York, Chanel opened its Coco Club in partnership with the highly exclusive executive women's club The Wing and clothing brand Morgan, as well as inaugurating its Apartment (inspired, no doubt, by the success of Sézane's) to welcome and pamper its customers. Bréal, another brand owned by the Beaumanoir group, opted for a Villa (which is actually an apartment) in the 8th *arrondissement* of Paris. Danish kitchen equipment brand Vipp, which is celebrated for its bins, has for its part created a 55 square metre shelter by Lake Immeln in Sweden, which it singlehandedly designed and furnished.



### What to think of it?

Contrary to what some may imagine, the current keenness of brands to inhabit all manner of locations is far from a marketing fad. In fact, it is chiefly a way to develop an offline presence, given the web's increasing saturation and costs. It also underlines the eagerness of brands to **establish a relationship with their customers that is less dominated by the urge to buy and more about a spirit of discovery and the desire to meet others**. After shops, flagship stores, concept stores, pop-up stores and labs, we are now seeing the emergence of "locations", a slightly vague catch-all term that could probably cover all of the aforementioned concepts. In this context, a location is not defined by what it is, but by **the spirit of empathy and curiosity it embodies**. Visitors must be made to feel at home there, like they are visiting a friend and momentarily entering a bubble that is free of stress, crowds and the hustle and bustle of daily life, a **place in which to enjoy experiences that are sufficiently unique that they will fuel future conversations and create long-lasting memories**. Ultimately, the aim is to enlarge a community of customers and transform each and every one of them into ambassadors for the brand.

## What if brands decided to think about those who are not their customers (yet)?

All brands want to entice customers into their world. Some open the doors to their workshops or invite them to evening events. Others choose to do otherwise...

[www.gucci.com/us/en/stories/visions/article/pre-fall-2017-gucci-places-chatsworth](http://www.gucci.com/us/en/stories/visions/article/pre-fall-2017-gucci-places-chatsworth)

### Seen in the press

Luxury brand Gucci has developed an application dubbed Gucci Place, which allows its fans to discover the locations that inspired its artistic director, Alessandro Michele. This might be a location at which the brand shot one of its advertising campaigns, such as Chatsworth House in the English county of Derbyshire, or one that is emblematic of the label's style and values, such as the Angelica Library in Rome, Sonnino Castle in Montespertoli, Italy, or Maison Assouline in London. Using geolocation, the app sends users a push notification when they are close to a Gucci Place, to prompt them to share this via social media. Lastly, to coincide with the app's launch, the brand has released a range of products that is specific to each Gucci Place.

### What to think of it?

Gucci's latest initiative, which could be perceived as anecdotal and somewhat elitist, may well be drawing the first outlines of a new brand relationship model. **This is a model that places the spotlight neither on brands nor their customers, but on their fans**. They may be mere influencers today, but tomorrow they will be potential customers. By allowing the latter to plunge into the history of every location that has provided its artistic director with inspiration, **Gucci is inviting them into its inner sanctum and allowing them to catch a glimpse of some of its mysteries**. This is a more original and emotionally-charged approach than giving them access to its production sites, as well as revealing some of its secret know-how. By acting in this way, the brand is also encouraging its followers to **set up communities** around the locations they visit and the events it organises, so as to **gather data about their tastes and behaviours** that could provide important strategic input for the decisions that will affect the brand's future. And it may go even further by bringing them on board to take part in future co-creation projects.





## Word of the month

**Social Calling:** the social awakening of entrepreneurs, “the trigger to act”, the moment at which someone (often a Millennial) decides to give everything up to give fresh meaning to their career by founding a company with a social mission. This is the rallying cry of a new generation of startupper who are intent on changing the world.



## Catching the eye

The French are now attempting to reconcile the pleasure of shopping with responsible consumption. **83% of French consumers declare that they prefer to consume less but more shrewdly**, while 71% claim to buy only what they need so as to prevent waste (57%) and keep within their budget (49%). That's according to a zOOM survey conducted for L'Observatoire Cetelem by Harris Interactive. Spending for pleasure remains popular nonetheless (45%), particularly among the young (57%).

<http://observatoirecetelem.com/les-zooms/enquete-13-choisir-decider-acheter-ou-lart-de-consommer>



## A glance in the rear-view mirror

*In June 2004, those we would go on to christen Generation Z were already showing an interest in a brand that was more intuitive than the rest.*

### Network 2.0

#### The facts

Avon, a cosmetics brand famous for its ambassadors, is currently recruiting Avon Girls, teenagers charged with telling their friends about the new Mark range for 16-24 year olds. These young representatives organise evenings at their parents' homes so that potential customers of the same age can try out new products.

#### Analysis

Originally popularised by Tupperware, “party plans” are back on the agenda, whether it be for new products (lingerie, clothes, accessories, jewellery, etc.), with a focus on designer items rather than mass-produced offerings, or for new, younger target markets, as illustrated by Avon's initiative. While the traditional “Avon Ladies” that made the brand so successful had to rely on predefined codes that followed social convention and allowed a controlled image of the brand to be circulated, the meetups organised by Avon Girls appear to be more creative and informal. Now, rather than trying to impose its codes, the brand is taking a back seat: it caters for the (changing) whims of its target audience, conforms to their lifestyle and endeavours to become a part of their habits, so as to ultimately reap the benefits. But will this one day lead retail networks to be superseded by social networks?

## Summing Up

Adidas and BVG, Berlin's public transport operator, have joined forces to develop a pair of sports shoes that are the same colour as the seats on the city's underground trains, as well as being a contactless transport ticket that allows wearers to travel free of charge for the rest of the year. 500 pairs are available at just two of the capital's Adidas stores, at a price of €180.

[www.bz-berlin.de/berlin/die-bvg-bringt-gemeinsam-mit-adidas-einen-sneaker-raus](http://www.bz-berlin.de/berlin/die-bvg-bringt-gemeinsam-mit-adidas-einen-sneaker-raus)

 *Christian Y. / Brand, Communication & Advertising*

After car rental and flight booking, Airbnb now allows users to book a table at 700 restaurants in 16 US cities, either via its website or its app.

Last month, Seat launched Fast Lane, a new service that allows certain models to be delivered within two to three weeks, rather than the usual average of 90 days. After an initial trial in Austria, the service is being extended to Spain and Germany.



Woolrich's flagship Milan store features an ice room whose temperature is maintained at -20°C and which allows customers to test the thermal performance of the brand's jackets.

Retailer Kiabi recently launched its "We are Kiabi" collaborative platform, which allows "kiaddicts" to share their wishlists and lookbooks, organise clothing swaps and set up ride sharing to visit their nearest Kiabi store.

 *Célisiane R. / Training-HR*

China's newest car maker Lynk & Co offers a 4X4 that is paid for via a monthly subscription and can be exchanged after two years. It is also equipped with a system that allows the owner to share the car with others when they are not using it. The vehicles, which are fully equipped and have no optional extras, are also sold via the web.

[www.lynkco.com](http://www.lynkco.com)



At Decathlon, some of the gift wrapping used is made from the same material as the brand's absorbent sports towels. The ribbon around the parcel is a standard fitness elastic band.

 *Rozan P. / Brand, Communication & Advertising*

Under a single roof in the Shoreditch area of London, Barber & Parlour features a lifestyle store, a beauty salon, a barbershop, a restaurant, an organic grocers and even a hidden basement cinema.

[www.barberandparlour.com](http://www.barberandparlour.com)

American startup MealPal recently launched a monthly service in Paris that allows users to book a takeaway lunch for around €6.

<https://mealpal.com/>

French startup Gyrolift has developed a chair that enables disabled people to move around in a vertical position.

[www.gyrolift.fr/bienvenue](http://www.gyrolift.fr/bienvenue)

 *Magali B. / Brand, Communication & Advertising*



Starbucks' latest concept, christened Reserve Roastery, allows customers to drink coffee, but also to see how the beans are processed by downloading an augmented-reality app onto their smartphone.


[www.starbucksreserve.com](http://www.starbucksreserve.com)

Bird Street, near London's Oxford Circus, is a street like no other, because it generates electricity, emits birdsong and produces light, as well as cleaning polluted air using filters. This is all made possible by a special surface coating that collects the energy generated by pedestrians as they walk by.

 *Rozan P. / Brand, Communication & Advertising*



*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.

Editorial Director: Sally Guilbert  
Communication: Patricia Bosc – [patricia.bosc@bnpparibas-pf.com](mailto:patricia.bosc@bnpparibas-pf.com)  
Designer and Writer: Patrice Duchemin  
Design: Lords of Design™ / Drawings: Fred Chance™