

How to both surprise and reassure: an equation retail will need to solve in the future

Retailers are reinventing themselves across the board, so why should cinemas be any different? Their reinvention could even inspire a retail world that is seeking new codes...
www.mk2hotelparadiso.com / <https://omacinema.com>

Seen in Paris

On 10 March, the MK2 group inaugurated a new venue combining hospitality and cinema, which it has set up above its multiplex at Paris' Place de la Nation. Christened Hôtel Paradiso, each of its 34 rooms and two suites can be transformed into a private cinema offering access to any movie that has been showing in the last three months or on the leading VOD platforms. The establishment also holds screenings on its terrace, where spectators can also enjoy a view of the Parisian skyline. Meanwhile, Paris-based architects Pierre and Nicolas Chican have designed a movie theatre, Oma Cinéma, whose balconies have been transformed into compartments inspired by theatre boxes. These are positioned one on top of the other and feature sofas and armchairs arranged on a steeper-than-usual slope to give viewers the feeling of floating in front of the screen. The venue is due to open in the near future.

What to think of it?

The cinemas we know and love, in which everyone sits next to each other, may not survive the current health crisis. Hence the need to think today about how they might look tomorrow. According to MK2, going to the cinema can also mean going to a private space to watch a recent film that is no longer being shown on big screens. **Like a home away from home**, without it feeling like a Netflix night. The founders of the Oma Cinéma project want to offer customers the chance to **share a different kind of experience with friends**, one that can continue at the bar near the entrance of the premises. Both examples offer **a more powerful movie watching experience** than traditional cinemas, because they allow us to take a break from our normal habits and provide us with a shared experience that is more emotionally fulfilling, reassuring and friendly. **Surprising consumers to draw them in and reassuring them by offering intimate spaces**: two new requirements that retail should also consider when imagining what its future might look like.



Do brands and video games share the same ambition to be perceived as universes?

The more constrained the real world seems to become, the more the virtual world resembles a potential Eldorado for brands and retailers. The video game sector is among those that could become a new retail space...

www.twitch.tv/aldi_gaming_tv/about

Seen in Germany

In Germany, low-cost supermarket chain Aldi (Nord and Süd) recently launched its own channel on the streaming platform Twitch, a rallying point for a gaming community that is strongly represented within Gen Z. Christened Aldi Gaming TV, it offers content in the form of live streams, tutorials and contests. To ensure the channel's success, Aldi has enlisted the help of four famous gamers, who are among the best in the country and each have hundreds of thousands of followers on their own channels. The retailer will also be sponsoring the Prime League, the largest League of Legends championship in the DACH region (Germany, Switzerland and Austria), League of Legends being one of the most popular games in the world today.

What to think of it?

Aldi's entry into the world of virtual games is no surprise. First, because the brand has chosen to **cater for "new consumers"**, a category that encompasses a mixture of age groups and attitudes towards consumption. Second, because the gaming industry has been growing at a blistering pace for some time now, an indicator of **people's desire to escape into the virtual world en masse**, which the health crisis has only exacerbated. By gaining a presence on Twitch, Aldi is keen to prove that it moves with the times, to make a lasting impression and **to express its affinity with Gen Z by generating strong emotional value added**, which marks a shift from the promises of low prices and high nutritional value that retailers usually make when seeking to fulfil a social role. A few months ago, textile retailers were making incursions into the gaming world (see L'Œil from June 2020), as a way of showing that they could **exist elsewhere than in social and other media**. Tomorrow, they may well cross over into gaming and streaming platforms, proof that **a brand's role is also to support its customers when they are enjoying their pastimes and thus contribute to their sense of fulfilment**.



The world of work is gradually spreading its tentacles: today it is in our homes, but what about tomorrow?

Since the beginning of the health crisis, the world of work has taken root in our homes. It is not too far fetched to speculate that it could soon extend into cafés.

www.aigo.cafe
www.aigo.cafe/eqinox

Seen in Clermont-Ferrand

At the foot of the cathedral in Clermont-Ferrand, human resources firm Human Booster has opened the Aigocafé, the perfect place for people to take their projects to the next stage over a coffee. At the Aigocafé, you can chat to its consultants/baristas (business consultants who have actually been trained as baristas), discover your potential by completing the Eqinox questionnaire created by the firm, at a cost of €50, and even take advantage of personalised support. The location also features a coworking space and meeting rooms, and it will offer yoga classes and personal development workshops once the current health restrictions have been lifted.



What to think of it?

By combining coffee, coworking and consulting, Clermont-Ferrand's Aigocafé is tapping into three major current trends and thus inventing a new variant of hospitality that blends recreational and professional activities. **Hybridisation is the cornerstone of innovation.** Hybridisation **helps sprinkle a little magic onto our daily lives** (something people are very keen on in these constrained times) and **allows completely new offerings to be developed**, allowing brands and retailers to stand out. Having already invaded the domestic space as a result of the Covid crisis, here is an example of the world of work entering the food service sector, pointing to a **blurring of the lines between different facets of life** (personal/professional, work/leisure, home/office) and a change in the way work is perceived, i.e., **more as a lifestyle choice and a form of personal expression than as a performance-oriented pursuit** or the logical progression of our education. After-work parties and fun challenges with colleagues, soft skills as a recruitment criterion and the idea of assessing someone's potential over coffee all reflect a desire to **reinvent the working world's rituals and codes.**

To encourage consumers to recycle, why not launch an advertising campaign?



Recycling is often the spearhead of the CSR policy of textile brands, but it is not always easy to put in place. Hence the value of calling upon an external provider.

Seen on the web

To encourage its customers to contribute to the recycling cause, Veepee (formerly Ventes Privées) has launched its Re-cycle service, which provides individuals with a voucher whenever they send back clothing or accessories from a given brand over a limited period of time. After Aigle at the beginning of the year, it was recently the turn of leading teen brand Jennyfer to take part in the scheme. Customers could send in up to five items and receive €2 for one of the brand's T-shirts, €4 for a pair of jeans and €6 for a coat. The vouchers received remain valid until 21 May in stores and on the brand's website. Lightly worn clothes are put back into circulation on Veepee Re-cycle, while the rest is recycled.

What to think of it?

While all textile brands are eager to apply a strong CSR policy in an attempt to counterbalance their contribution to greenhouse gas emissions, it is not always easy to put one in place, whether it be **setting up a recycling process or regularly replenishing** their range of second-hand items. That is what makes Jennyfer's decision to work with Veepee so shrewd. Indeed, it allows the retailer to take advantage of the latter's logistical expertise, but also its contact database, because the pure play has organised sales for the brand in the past and therefore has the details of individuals who may be interested in selling their old clothes. Better still, while the initiative does not yet generate a profit, Veepee has succeeded in offering brands a service that is **ephemeral, while making it feel like an event and giving customers the sense that they are getting a good deal**, something that is fully consistent with the sales model that made the company so successful. It also allows recycling to be presented not just as an "act of good citizenship", but as a **marketing campaign that is as ordinary as a promotional offer or a seasonal sale.** This is probably the best way of transforming attitudes into behaviours.



Word of the month

Zoombie: a term coined by sociologist and science philosopher Bruno Latour in his book *Où suis-je ? Leçons du confinement à l'usage des terrestres* (published by La Découverte in 2021). The word is a contraction of *Zoom*, an app that has surged into our collective consciousness since the start of the pandemic, having helped us maintain our social ties, and *Zombie*, which describes the state of those who have been confined indoors for too long.



Catching the eye

66% of French people are of the view that “consuming and buying what gives us pleasure contributes to our overall happiness”. **That’s 8 points less than in 2017**, according to the ObSoCo’s surveys. This fall can be put down to a number of factors: homes that are already very well equipped, resulting in consumers reaching saturation point (the “peak stuff” phenomenon), but also an aging population. The health crisis has also prompted a shift in priorities. People are more likely to seek happiness in nature, in human relationships or through self-realisation.



A glance in the rear-view mirror

In February 2014, L'Œil reported on an original way of reconciling consumption and social responsibility. The initiative is now more relevant than ever...
Socially-conscious consumption

Seen in Brest and Nantes

First seen in mid-2013, the suspended coffee concept that many bars have now adopted involves suggesting to customers that they pay for two coffees, but drink just one, the other being offered to someone with limited resources (homeless people, students or the elderly). Some cafés, like Chez Mauricette in Nantes, offer customers the chance to buy a suspended coffee for €0.50 when they buy a regular coffee for €1.50. At the Kerlune Café in Brest, suspended coffees are converted into lunches.

What to think of it?

The growth of suspended coffees is not only a sign of the times, it also reflects the image that restaurants and cafés wish to project. Provided by a generation of thirty-somethings **who believe that companies today must be responsible and have a social conscience**, suspended coffees are also aimed at a population of consumers who are increasingly mindful of the importance of charity, but who want to express their support **other than through the usual avenues of morality and donations**. This suspended coffee initiative could contribute to **the emergence of a new form of retail**, one that is keen not to appear closed in on itself, but as a platform for solidarity that **makes consumption a vector for social integration**. In other words, retail that really cares about people.

Summing Up

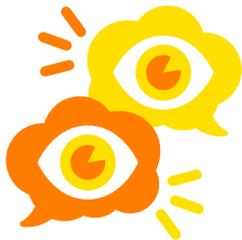
Inspired by Netflix, Gameflix is a subscription-based board game rental service. Depending on the plan selected, customers can borrow one, two, three or four games per month. Perfect for those curfew evenings...

<https://gameflix.fr>

In Lille, JCDecaux is currently trialling a new generation of bus shelters, christened Filtreo, the roof of which features a layer of plant-based foam, which captures and absorbs pollutants, and a ventilation system that directs the air filtered by the system towards passengers.

Castorama has launched a service that collects old pairs of jeans. These are used to make sound and heat insulation. The process is run in partnership with Le Relais, a charity focused on professional reintegration.

www.castorama.fr/isoler-durable



In the US, Google now allows its users to try on make-up essentials from several cosmetics brands virtually, using augmented reality. They can also obtain product recommendations by exploring Google Shopping.

Local producer group "Au bout du champ" was recently given access to the Truffaut garden centre in Herblay, where it now sells produce from Friday to Sunday.

www.truffaut.com/news/view?url_key=marche-bout-du-champ-truffaut-herblay&store=412

Mastercard and Samsung recently joined forces to develop a biometric bank card that allows payments to be authorised using fingerprint recognition.

From 2023, Google's voice assistant, Google Maps and all Android applications will be available in Ford vehicles.



In Cincinnati, the Kroger supermarket chain is trialling smart shopping trolleys equipped with scales, a scanner and a screen that guides them through the product range and the store. Customers who use the trolleys receive a 5% discount.

The StockX website allows anyone to buy and sell sneakers that are rare, limited edition, "luxury", old, recent, new or second hand. StockX works in the same way as the stock market: sneakers can be exchanged like shares, with prices that fluctuate according to supply and demand.

<https://stockx.com/>

TikTok is trying out a new function that allows users to easily view text versions of the recipes uploaded in video form, as well as the corresponding ingredient lists.



Chanel has launched an AI-based app that can identify any shade of red from a photograph, allowing users to find out which of the brand's 400 different lipstick products suits them the most.

With the Vera app, anyone can create their own virtual wardrobe by simply taking photos of their clothes, without having to describe them. The app then suggests three outfits every day, based on the weather and the clothes uploaded.

<https://vera-app.fr>



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

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Editor: Patrice Duchemin
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