

l'œil

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in depth study of new
consumption trends

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When luxury stores dress up as art galleries, new reasons to visit them emerge...

As the world of culture discovers the power of marketing, retail chains may well be realising that culture is a way of updating both their role and their image...

Seen in Paris

With museums currently closed, more and more luxury brands are seeking to remind us that their stores also display works of art, thus suggesting that they are not just shopping destinations. While Agnès b., Azzedine Alaïa and Zadig&Voltaire have always featured art in their shops, the Saint Laurent Rive Droite brand actually sells artistic creations at its boutique on Paris's Rue Saint-Honoré. Loewe goes further still at its flagship store, also on Rue Saint-Honoré, by organising tours (for its VIP customers) led by an academic expert. At the more accessible end of the market, earlier this year Uniqlo signed a deal with the Louvre Museum to offer a collection of T-shirts and sweatshirts adorned with some of its masterpieces.



What to think of it?

The Colette concept store was the first to **combine a retail offering with a cultural offering**. Today this is increasingly common practice in the stores of luxury brands, in department stores (Le Bon Marché has become the gold standard in this area) and even among bastions of streetwear such as the Citadium Haussmann (which has a stage and a studio, as reported in L'Œil in December 2020). This is a trend that is unlikely to fade over the coming years, such is its contribution to the **emotional enrichment of brand images**, to the creation of new narratives, to the reinvention of customer relationships and, ultimately, to the **emergence of unique shopping experiences** driven by exploration, emotion and learning. This will be crucial given the growth of online shopping and the development of fast fashion, which homogenises product offerings. **Could retail as a source of cultural enrichment** become more commonplace in the future? Might we soon see more stores that double up as art galleries, products that provide creative inspiration, prices displayed like artwork labels and designers showcased as though they were artists?

With consumers as mistrustful as ever, brands and retailers are growing keener to demonstrate their transparency

As organic products make inroads into our daily lives, consumers are increasingly concerned about the origin of all products, be it out of curiosity or part of a thorough check.

Seen at Lidl

Lidl recently shared its entire catalogue of own-brand products (i.e., almost 2,000 items, 100 categories and 90% of its range) with 30 consumer apps, including Yuka, ScanUp, Innit, QuelProduit (UFC Que Choisir), Allergobox and INCI Beauty, which focuses on cosmetics. This is a first for a store brand and a great opportunity for the retailer to demonstrate the quality and transparency of its offering.



What to think of it?

With consumers now demanding greater engagement and responsibility, brands and retailers can no longer simply construct an image and promote their values through their usual communication channels. They must also take concrete action and, most importantly, **prove that they have actually done so**. This is the driving force behind Lidl's initiative. By working with apps that consumers now reach for almost automatically, the chain is also **demonstrating its humility by letting them assess its products themselves** based on the decision-making criteria available (origin, ingredients, contribution to a balanced diet, environmental protection, etc.). This allows Lidl to enhance its profile, not necessarily by being irreproachable, **but by allowing its range to be compared to those of domestic brands**. While this kind of initiative backs up the idea that **consumers are mistrustful**, it also reminds us that brands need to be able to **forge alliances with independent third parties**, whether these specialise in consumer affairs, healthcare or political activism, so as to allow their products to be rated objectively. Since "collabs" between brands are currently very fashionable, perhaps this is another form such alliances could take.

For retailers, going phygital is about more than just adding a few screens to their stores

When a retailer decides to invite other retailers into its shops, it does not always have to free up much space.

Seen in Limoges

At its North Limoges store, Decathlon is currently trialling an in-store corner whose fluorescent yellow colour scheme makes it easily identifiable. This 15-square-meter space is run by Thunderstone, a company founded in 2018 that specialises in the installation of connected terminals in points of sale. It features seven activewear and skincare brands that are more sophisticated and higher end than those usually found at Decathlon. All are made in France and are the fruit of an eco-responsible project. And although these products are physically present like in a showroom, they can only be ordered using the digital terminals provided.



What to think of it?

Decathlon has much to gain from opening its stores to small innovative brands that complement its offering. The retailer is seeking to highlight its modern credentials by demonstrating its openness to the online world, as well as supporting innovative brands that see this as an opportunity to gain notoriety and visibility, while also offering its customers greater product choice. During the health crisis, many retailers handed over corners of their stores to other retailers that did not have permission to open their own. But this is a new form of cooperation that brings together players in the physical world and brands that currently only exist online. Thanks to this unique initiative, the Decathlon store in Limoges has become a marketplace devoted to sport and to the lifestyles and innovations that go with it. It blurs the usual lines of retail (offline/online, mass-market/selective, traditional/innovative) to offer a brand-new customer experience. Promoting brands other than their own could become an interesting new strategy for retailers in tomorrow's world...

New working models are never far away from new retail models...

The health crisis has contributed to the emergence of new ways of working. People are working from home, but also from more unexpected places...

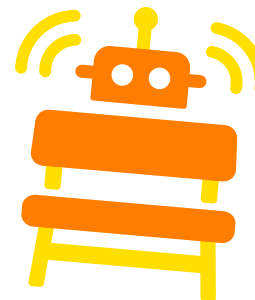
<https://kabin.fr>

Seen in Paris

At the beginning of the year, startup Kabin set up its first drop-in office space in a Daily Monop' food store in Paris's Ternes district. Designed to be a "friendly little neighbourhood office space", this 2-metre by 1.2-metre booth offers very good heat and sound insulation (as well as being regularly disinfected) and can comfortably sit four people. Booking is required and the price is €15 per hour. Using the Kabin app, it will eventually be possible to locate the booths nearest to you and book them for shorter periods.

What to think of it?

As a consequence of the health crisis, the notion that your office has to be outside your home has been profoundly challenged, which has also had an effect on all the rituals that go with it, from breaks at the coffee machine to lunches with colleagues and after-work drinks with friends. Without these rituals, the time we spend working has become so fluid that it has started to invade every part of the day. People sometimes find it hard to avoid working at all hours, wherever they may be. It is therefore unsurprising to see a work booth being set up in the middle of a Daily Monop', a store initially designed to allow people to buy food on the run and which is now being affected by the restrictions imposed due to the health crisis. Kabin is reinventing food service spaces, by combining them with new services, but also work spaces, by bringing them into public areas near people's homes, offering them on a self-service basis and making them a part of new rituals. With remote and mobile working becoming widespread, whether employees like it or not, shouldn't retailers who were already selling themselves as living spaces also start thinking of themselves as "work-friendly" places?



The future of delivery platforms may not involve deliveries...

Having been boosted by the lockdown, delivery firms are coming up with new propositions that mark a move away from their original line of business and give them greater clout.

<https://glovoapp.com/fr/bcn/store/super-glovo>

Seen in Spain

Glovo, a Spanish delivery platform similar to Deliveroo and Uber Eats, is seeking to differentiate itself by offering new services for retailers. One such service is the storage of products in one of its warehouses to enable couriers to deliver them more quickly. To make it easier for customers to identify them, these products have been consolidated under the Glovo Market brand, a clear sign of the company's transformation. Glovo, which has already opened warehouses in Barcelona, Madrid, Lisbon and Milan, aims to be running 100 of these hubs by the end of 2021.



What to think of it?

Deliveroo had already enabled restaurants to rent spaces in shared kitchens in the suburbs, allowing them to make swift deliveries to homes far from city centres. With these new storage locations, Glovo has opted for the same strategy of **geographical proximity in the aim of cutting delivery times**, but its main purpose has less to do with this promise (is the assumption that customers are impatient simply a way for delivery companies to generate performance figures?) than with its **desire to shift its status from that of a platform to that of a retailer**. This is evidenced by the fact that the products found in Glovo storage units carry the Glovo Market label that is synonymous with quick deliveries. Thus, platforms are gradually implementing the **economic model followed by the brands, retailers and restaurants** with which they collaborate, by taking possession of their strategic data, whether it relates to the habits, preferences and spending of customers, to their kitchens (and therefore their recipes) or to their logistics. This equips them with **far greater power** than had they confined themselves to their original line of business and arms them with the potential to branch out further...



A glance in the rear-view mirror

In September 2010, the Tiny Houses phenomenon was unheard of, but the idea was already forming in the minds of a few visionaries...

A new approach to housing

The facts

Driven by the idea of reinventing housing and making it as environmentally friendly as possible, architects are constantly coming up with fresh solutions. Three examples cited in the press provide an insight into their vision for the future: the 20m² prefab cabin christened "Cocoon", built entirely from wood by a team from the Compagnons du Tour de France and available on the internet for €35,000; the "POD", a 6m² wooden cabin plus terrace, which sells for €11,000 and can be installed in one's garden; and the "Cube House", a storage container made from recycled metal that can be used for collective or individual housing.

The analysis

As an illustration of the current enthusiasm for dreaming up new ways of living day to day, compact home designs that would once have been considered radical and utopian, now appear to be gaining in relevance, from both an economic and environmental perspective. One thing is certain: the housing of the future will bear little resemblance to what we see today. Inspired by cabins and other lightweight structures, the designs in question will initially serve as "complementary housing", a "retreat" that is more financially accessible than a second home, while still being a place where you can recharge your batteries. Ready to live in, easy to install in a wide variety of locations and requiring neither special skills nor official building authorisation, these are solutions that promise both freedom and self-sufficiency.

(Read more on: <https://observatoirecetelem.com/loeil>)



Word of the month

Downcycling: unlike upcycling, which is currently very popular, downcycling is a common practice in the textile world that involves recycling fabric to create a lower-quality textile. These recycled textiles are usually cut up and turned into cloths or treated before being used to make new materials.



Catching the eye

According to the latest Observatoire Cetelem zOOM survey on the new definitions of tourism, nearly **7 out of 10 French people are concerned about the environmental impact of travelling**. The majority (58%) also say they would be prepared to choose a greener mode of transport to reach their destination, while types of holiday that remain quite niche, such as eco-tourism, appear to be gaining popularity.

(Survey conducted by Harris Interactive on 13-14 April 2021 on a sample of 1,004 people.)

The French are reading less, but still place a great deal of value on reading. This is one of the findings of the twice-yearly survey by the Centre National du Livre (CNL), published on 30 March. **86% of French people read at least one book in 2020** (in paper or digital form), down 6 points from the previous figure. And yet, the French still love reading and deem it essential: 72% believe it is **very important to read for pleasure** (+8pts) and **49% that it is key to living a happy and fulfilling life** (+20 pts).

For holidaymakers, getting vaccinated is the best way to travel with peace of mind. According to the recent Observatoire Cetelem zOOM survey, **a significant majority of French people (73%) are in favour of a health passport** (vaccination certificate, negative PCR test) being required to travel across international borders (including France's). When organising one's summer holidays, not being vaccinated can only be an additional source of stress, in some cases **due to the feeling of being disadvantaged when it comes to the holiday options available**. More than 1 in 2 respondents who have not yet been vaccinated see this as a very good reason to have their jabs before the summer.

(Survey conducted by Harris Interactive on 1 and 13 May 2021 on a sample of 1,054 people.)

Summing Up

World Down Syndrome Day, on 21 March, saw Le Coq Sportif launch a limited edition of its Terra sneakers, which were created with and for the employees of Café Joyeux (in Paris, Rennes and Bordeaux), an establishment that employs and trains people with mental disabilities.

<https://www.lecoqsportif.com/fr-fr/chaussures/terra-joyeuse>

Ikea and Dutch-based sustainable denim brand MUD have teamed up to launch a sofa cover made from 40% recycled jeans and tailored to fit a model sold by the furniture brand since 1980. The cover will be available in nine stores.

<https://www.ikea.com/ch/fr/new/des-jeans-recycles-deviennent-de-nouvelles-housses-de-canape-pub5a498c10>

In the US, you can now buy a Tesla in Bitcoin. Because Bitcoin has a rapidly fluctuating exchange rate, customers have 30 minutes to make their purchase at the price quoted.



British designer Stella McCartney, a proponent of eco-friendly fashion, recently launched her first line of clothing made from a mushroom-based material that offers an alternative to leather.

To promote its new Stan Smith sneakers, which are partly made from recycled plastic, Adidas has installed recycling bins in two of its flagship stores (Paris and New York) to encourage people to drop off their plastic bottles in exchange for discount coupons.

In Ireland, Samsung Electronics has joined forces with Manna Drone Delivery to set up a drone delivery service. The drones fly at an altitude of 50-80 metres and an average speed of 60 km/h.

<https://news.samsung.com/global/samsung-partners-with-manna-to-launch-drone-delivery-service-to-irish-customers>

Assistant SNCF, the French rail group's multimode transport app, now allows users in the Paris region to top up their Navigo Pass with their iPhone.

<https://www.sncf.com/fr/offres-voyageurs/voyager-en-train/transilien/assistant-sncf-voyagez-grace-a-votre-smartphone>



Supermarket chain Cora recently launched automated "Easy Box" containers that allow customers to collect their shopping. These feature refrigerated compartments and can be accessed 24 hours a day. The food retailer initially intends to install them in the car parks of companies and healthcare establishments.

In Spain, the El Corte Inglés department store in Eibar is to be transformed into a warehouse for online orders. A section of the building will be turned into a "digital store" in which customers will not be able to see the products, but will be able to browse online catalogues and place orders.

Parfumado could be said to be the Spotify of the perfume world. Each month, customers of its subscription service are sent an 8 ml sample of one of 450 branded perfumes, for a monthly fee of €14.95.

<https://parfumado.com>

The day after "Restaurant Wars" was broadcast on TV channel M6 as part of its Top Chef programme, Uber Eats offered residents of eight French cities the chance to have the winning menu delivered to their home.



In Canada, Facebook has launched the *Neighbourhoods* feature to make it easier for neighbours to connect. It allows users to create a *Neighbour* profile that is separate from their main Facebook profile, allowing their neighbours to get to know them better.

Four Pimkie stores (in Paris, Lille, Rouen and Bordeaux) now sell second-hand clothing by weight, at a price of €30 per kilo during the summer season and €20 from September onwards. The scheme is being run in partnership with Eureka Fripe, a vintage-clothing wholesaler.



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

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Director of Publication: Isabelle Wolff
Editorial coordination: Patricia Bosc
Editor: Patrice Duchemin
Design: Lords of Design™