

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

<https://observatoirecetelem.com>

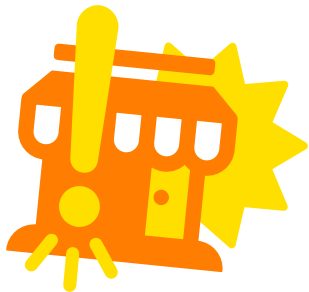
In the future, the attractiveness of a brand will depend more on its philosophy than on its product offering

As they contemplate their future, fashion retailers are ever keener to appear committed to a cause. It's almost as if their clothing ranges are now just a cover for their real agendas.

<https://sauvagepoesie.com>

Seen in Trouville-sur-Mer

Having recently been acquired by an investor, clothing chain Burton of London is beginning a new chapter in its history under the name Sauvage Poésie, a concept currently being trialled in Trouville-sur-Mer (Calvados) and which is set to be replicated elsewhere. The store offers some of the brand's fashion collection (the most casual items), together with beauty, interior design and food ranges from guest brands, both nationwide (Habitat, Pataugas, Faguo, Kadalys, etc.) and local (an ice-cream maker and a coffee company both based in Normandy). A selection of books is also available thanks to a partnership with publishing firm Phaidon. Should the trial prove successful, around 30 Burton of London stores could soon be converted in this way.



What to think of it?

As new consumer habits and online competitors emerge, clothing retailers are all now wondering how to **create fresh value and regain their attractiveness**. Burton's new concept is a very good illustration of how this can be achieved. **Choosing a name is the first step and is something that should not be overlooked**. Whether it is poetic, offbeat or mysterious, the name should avoid being too obvious, so as to raise curiosity and fuel people's imagination. Moreover, **selling other brands alongside its own** is essential for any retailer seeking to promote a **"lifestyle" philosophy**. This approach might involve carrying guest brands from different spheres, launching one-off collaborations or offering a selection of books to add an unexpected twist to the overall offering. The third aspect is **social responsibility**, which in this case takes the form of open support for local producers, but which can also be expressed by providing a restaurant area. So, a quirky name, a wider offering and manifestations of the company's social responsibility... could a brand's attractiveness **now depend less on its history than on the story it wants to tell?**



When technological innovations promise surprise and amazement, rather than ultimate control...

New technology isn't always geared towards burning bridges with the past. Some even see the past as a source of inspiration...

<https://apps.apple.com/us/app/dispo-live-in-the-moment/id1491684197>
www.poparazzi.com

Seen on the web

Of the countless technological innovations available on the market, two stand out due to the claims they make. The first is Dispo (short for disposable camera), which allows users to take a photo they will have to wait 24 hours to see, giving its AI the time to add blurring, reframe the picture and give it a vintage feel. Dispo has been downloaded more than 3 million times. It can only be accessed from an Apple smartphone and once an invitation has been received. The second is Poparazzi, which defines itself as the opposite of Instagram: a social media platform that turns the people you know into paparazzi, because they are the ones who fill your feed with their photos.

What to think of it?

A reaction to apps designed to **celebrate the instantaneous or reinforce egos rendered fragile** by the doubt that constant comparison to others sows in people's minds, Dispo and Poparazzi take an approach that really sets them apart. By harking back to a slightly more reserved world, one shaped by chance, accidents and failures, as much as by patience and hope, they push the idea that a different **relationship with time and images is possible, as long as you give up on the idea of controlling everything**. They also serve as a reminder that consumers' **constant yearning for new experiences, surprises and amazement**, which has been even stronger since the beginning of the health crisis, can also be satisfied by relinquishing control. Dispo and Poparazzi are riding a peculiar form of nostalgia experienced by members of Gen Z, which can be indulged by **playing around with symbols of an era they never experienced**, a nostalgia exemplified by their current fondness for all that is vintage and low-tech (as illustrated by the success among teenagers of Polaroid and disposable cameras). **Tomorrow's world will not necessarily be built by erasing the past...**

Retail chains are gradually shifting away from their original areas of specialisation and making inroads into our lifestyles

Major supermarkets are all now placing a focus on improving the way we eat. In the future, it is quite possible that they will also take an interest in our sporting activities.

Seen in Belgium

This summer, retail group Colruyt took full ownership of fitness chain JIMS, which has 27 gyms in Belgium and Luxembourg as well as offering online classes and digital coaching. Having already helped its customers adopt a balanced diet, notably thanks to the Nutri-Score system, the SmartWithFood app that provides personalised nutritional advice, and the Colruyt Group Academy workshops, which are geared towards improving its branded products, Colruyt Group is now keen to help its customers alter their lifestyle in a whole new way.



What to think of it?

By acquiring a chain of fitness centres, Colruyt offers a perfect illustration of the stance currently being taken by retail chains that are **seeking to breathe new life into their customer relationships**. Price, choice and social responsibility are no longer enough to stand out. **Modifying the nature of their relationship with customers is what will enable retailers to express what it is that marks them out**. More specifically, it will require brands to focus on people's lifestyles and eating habits. One reason for this is that, since the start of the public health crisis, more and more consumers have **stated that they want to change how they live**. Another reason is that the issues of health and diet have become increasingly important and have contributed to cementing the idea **that a product can only do so much if it isn't accompanied by the right behaviours**. While it is difficult for a retailer to tell its customers how to behave, it must nevertheless **provide them with a vision and help them change their habits**. That's what Colruyt will be doing in the future by making it easier for customers to access its gyms.

After restaurants without dining areas, will we soon see restaurants without chefs?



Why always resort to using professional chefs when the French are cooking at home more and more? This was the reasoning of one meal delivery platform.

www.ella-bolerie.com

Seen in Paris

Ella Bolerie Méditerranéenne is a meal delivery platform offering dishes inspired by Southern French cuisine and served in bowls. The service's originality lies as much in its recipes as in the way it operates. Encouraged by the French public's current enthusiasm for cooking, which became evident during the lockdown, the brand has decided to recruit customers as "Boleurs" (the name given to those who prepare its dishes) after inspecting their kitchens and researching their catchment area's potential. No training or experience as a chef is required. Today, the company has more than a dozen "Boleurs" in the Paris region, Lyon, Marseille, Brest and Lille.

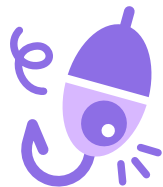
What to think of it?

Having been shaken up by the health crisis, the food service sector is now reinventing itself: after dark kitchens (restaurants without dining areas), **we now have restaurants without professional chefs**. Ella's initiative reminds us that it is always possible for brands to challenge their sector's dominant business model and that **observing and understanding consumer lifestyles** is the best way to do so. So, on the one hand we have French people who, since the beginning of the health crisis, **have acquired a taste for cooking and, in some cases, are looking to top up their income** without leaving their home. On the other, we have meal delivery platforms whose success is based on the optimisation of stock management (careful planning of the quantities needed), but above all on the management of flows (delivery times), which means reducing the distances they must cover to a minimum. Following in the footsteps of consumers who do other people's shopping for them and customers who own shares in retailers (see L'œil from January), we are now seeing members of the public cooking for restaurants. **Another way for retail to reinvent itself will be by reinventing the role of its customers.**



Word of the month

#TangPing (躺平): a hashtag that has been circulating on Chinese social media since April. Translating literally as “lying flat”, Tang Ping is a protest movement that has seen China’s younger generations passively resisting the country’s dominant economic and social model. Could this generational phenomenon inspire people in other countries?



Catching the eye

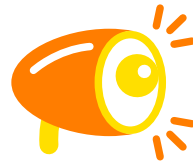
In 2020, the equivalent of 3.1 kg of textiles and shoes per French citizen were collected. The figure represents barely 40% of the products on sale in 2020.

According to ReFashion, the industry’s eco-organisation, that’s a drop of 20% compared with the previous year.

Out of this total, 56% of these items are reused and 32% recycled.

According to Agence Bio, the French organic market was worth close to €13.2 billion in 2020, up 10.4% year-on-year, despite restaurants and canteens being closed for several months. In 2020, **the symbolic threshold of 50,000 organic farms was reached.**

The total figure stood at 53,255 (up 13% from the previous year), i.e., almost 12% of all French farms.



A glance in the rear-view mirror

In April 2016, L’Œil reported on a Texan initiative that even now could inspire car manufacturers that are seeking to come up with more responsible travel solutions...

Could motoring become a shared experience?

Seen in Texas

Since March in Texas, Ford has offered any group of three to six people (neighbours, friends, colleagues, students, etc.) the chance to purchase a vehicle collectively. The programme, dubbed Ford Credit Link, includes a 24-month lease which is divided up between the co-owners, as well as an application that allows them to manage how they use their shared car (availability, booking and locating the vehicle, etc.) and keep track of its condition and maintenance, but also to make loan payments. Ford Credit Link is currently being trialled at three Ford dealerships in Austin.

What to think of it?

In 2015, Ford had already convinced 25,000 American customers who had bought their vehicle on credit to rent it to private individuals when they are not using it themselves, a scheme that allows them to repay part of their loan. This year, the firm has gone further still with a packaged solution that allows several people to buy a vehicle together. The philosophy in both cases is to **treat customers as a community**. A community in which individuals interact and provide each other with help and support. By doing so, Ford is shifting from its position as a traditional car maker **to don the role of a service platform that allows its customers to get closer and enjoy a shared experience**. The sharing economy not only transforms our relationship with consumption, it also affects the behaviour of businesses in all sectors by prompting...

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

Summing Up

Tomorrow (Tuesday 7 September) in Canada, H&M will be launching its first peer-to-peer buy and sell platform for clothes: H&M Rewear. It will allow users to exchange any brand of clothing and sellers will either be able to pocket the proceeds of each sale directly or receive an H&M gift voucher with an extra 20% added on.

Women's clothing retailer Camaïeu is set to launch a new service that allows customers to swap their jeans if they have lost (or gained) so much weight that they no longer fit. Only members of its loyalty programme will be able to take advantage of the "yo-yo" guarantee.

Since July this year, Back Market, the marketplace for reconditioned high-tech products and electrical appliances, has also been hosting young brands that engage in upcycling and have fewer than 20 employees. These firms even have their own page: Back Market & friends. <https://story.backmarket.fr/back-market-friends/11634/>



Since the summer, Alexa, Amazon's smart speaker, has been helping children learn how to read by correcting their intonation as well as their pronunciation. 700 books are compatible with the service, which is currently only available in the United States.

Also in the US, TikTok has been working in partnership with major companies (Chipotle, Target and Shopify) to trial a new feature that enables its users to respond to job offers with a video CV.

At its flagship store in New York, luxury luggage brand Rimowa has set up a booth that allows customers to print passport photos. A digital version of the prints is also provided for social media purposes.

Decathlon is currently trialling an equipment rental service in five of its eight shops in the Lyon region in partnership with startup Lokki. Three departments are currently involved: camping, cycling and water-based activities (paddle boarding, kayaking and fishing).



As part of the Act for Food programme, the Carrefour Market store (known as La Mazerine) in Genval has set up a permaculture vegetable garden in two large greenhouses, which are devoted to "forgotten" vegetables. The crop will be sold in the shop, having been harvested by pupils from local schools.

Rewe and Vodafone are currently trialling an autonomous mobile shop in Cologne. Dubbed "Snack Mobil", the mobile kiosk offers snacks, sweets and drinks, and stops when hailed by a customer. The shop is the first of its kind in Europe. www.rewe.de/service/snackmobil

Next month in the United States, Amazon will reportedly be launching a TV equipped with an Alexa voice assistant.



In Belgium, Delhaize is now offering companies a subscription service that grants their employees a 20% discount in its stores when they buy products with a nutri-score of A or B. The maximum discount per person is 60 euros per month.

L'Oréal and Emmaüs Solidarité recently opened a charity beauty salon in the 10th *arrondissement* of Paris, which offers beauty and wellness treatments to vulnerable individuals. Located on the ground floor of an accommodation centre run by Emmaüs Solidarité, the facility is open to anyone who receives support from social services.



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

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