

# l'œil

n° 285  
November 2021

in depth study of new  
consumption trends

by L'Observatoire Cetelem

<https://observatoirecetelem.com>

## Brand experiences are limited only by the imagination of their creators...

Condemned to forever selling products with a poor environmental rating and facing strong competition from the vintage and recycled markets, clothing brands are looking to expand into new spheres, including the hotel industry.

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

### Seen in Paris

Last month, clothing brand Zadig & Voltaire opened its first five-star hotel just a stone's throw from L'Opéra and Place Vendôme, an establishment that distils the brand's rock'n'roll chic vibe. The establishment also features a restaurant, a brasserie and a bar, all in the style of an urban château. While it is fairly common to see luxury brands expanding into the hotel sector in Italy (Bulgari, Fendi, Armani, etc.), it is still rare in France, although some premium fashion labels are now considering entering the market, including Maison Kitsuné and Bensimon.



### What to think of it?

This move by Zadig & Voltaire, the first fashion brand to venture into the hotel industry in France, is unlikely to remain unique for much longer. Indeed, **real estate investors are increasingly seeking fresh new ideas** for their establishments and traditional fashion brands are looking for new opportunities for growth as consumers become less compulsive and more intensely targeted by e-retailers than ever. Opening hotels would enable them to **perpetuate their values and offer their customers brand-new personalised experiences outside the store setting**. Meanwhile, hotels that once exclusively targeted tourists are being tempted to expand their clientele to include those who **want to quietly escape the daily grind**. Tomorrow's hotels will be at the heart of a **hedonistic new ecosystem** in which work (flex office space and day use will be essential services), catering (bars, restaurants, rooftops), wellness (spas, massages), leisure (concerts, films, events) and networking will co-exist. Ultimately, **they will become destinations in their own right rather than just places people pass through**.

## Why shouldn't retailers inject fun and surprise into their loyalty programmes?



Faced with the rise of e-commerce, retailers are increasingly mindful of keeping in touch with their customers.

Some are coming up with new personalised services, while others have decided to take a fresh approach to loyalty cards...

[www.lidl.fr/lidl-plus](http://www.lidl.fr/lidl-plus)

### Seen in France

After Austria, Spain, Denmark, Poland, Germany and Belgium, Lidl's loyalty programme was launched in France on 20 October. Christened Lidl Plus, the programme takes the form of an app that customers can download and which, on top of discounts that can be obtained by earning points, not to mention personalised coupons, weekly special offers and online catalogues, offers virtual scratch cards each time the user passes through the till. One in two of these are winning cards, offering prizes such as discounts and free products when the customer next visits. To encourage customers to download the app, a prize draw is being held, with tickets to a Kendji Girac concert to be won. The star is evidently a fan of the chain...

### What to think of it?

At a time when all supermarket chains are advocating for the protection of consumer purchasing power and advertising the speed of their deliveries (an option that now seems to have taken a back seat), Lidl has made a real splash with a loyalty programme that is both comprehensive and quite unexpected from a hard discount retailer. That's because, firstly, it's completely digital, demonstrating the fact that **customers of discount chains don't have to be treated in a "discount" way** and that they too can take advantage of the latest innovations. And because secondly, it offers scratchcards every time a customer passes through the tills, signalling the retailer's desire to break with convention and take a step in a new direction to **prompt a slight emotional shift in attitudes to repetitive shopping routines**. This allows the chain to **bring a little levity to shopping, as well as enriching the customer experience** it provides. Why should daily shopping revolve solely around low prices and the quest for bargains? **To boost loyalty, why not generate surprise and wonder among customers, by taking them on a "journey"?**

## What if brands became media outlets?

To revitalise their relationship with consumers, particularly members of Gen Z, brands are now looking to transform themselves into media outlets...

[www.tiktok.com/@dcm\\_jennyfer?lang=fr](https://www.tiktok.com/@dcm_jennyfer?lang=fr)

### Seen on TikTok

Last summer, Don't Call me Jennyfer (DCMJ), a favourite fashion brand among girls aged 10 to 15, launched a digital magazine on TikTok that was specially created and produced for the platform. Entitled Break, "*le média qui va te scotcher*" ("*media that'll blow you away*"), the magazine touts itself as "*France's first ever TikTok-only media outlet*" and offers one minute of content each day, based on a philosophy of "*ultra short and bite-sized content only*". The brand has gone as far as withdrawing from all other social media, including Instagram, where it had more than a million followers. Break's ambition is to reach a million followers by the end of the year.



### What to think of it?

Jennyfer's initiative perfectly illustrates the current desire of many brands to **move beyond their industrial origins, so as to inhabit an intangible world in which they interact and have conversations** with their audience (we are no longer talking about "targets"), something that now conditions their success and appeal. With this approach, carefully choosing the tone of the relationship and the platform is crucial, because this is what conveys **the brand's sincerity and demonstrates its empathy as well as its modernity**. By creating specific content filled with ultra-targeted information, DCMJ is signalling its ambition to **become a media outlet with ties to a brand that has shops, rather than just a brand that has shops and which also uses the media**. This is an experimental approach founded on **a new learning process for brands**, which requires them to adjust their propositions according to the feedback they receive, instead of trying to impose their decisions and their narrative. It is also the best way to encourage their audience to engage.

## Concept stores that celebrate objects are nothing new, but we are now seeing fusion stores devoted to experimentation

Bringing together two completely different retail offerings in a single location is a great idea. Creating bridges to cross from one to the other is even better...

<https://habile.com>

### Seen in Paris

Recently set up at 16 Rue de Lancry, near Place de la République in Paris, Habile is a unique establishment that offers a clothing range on the first floor and a restaurant on the ground floor. The collection is also featured on the menu, allowing customers to order a meal while perusing the range of tee-shirts, aprons, socks and jackets the brand offers. A wine cellar, a fine delicatessen and a space for private hire complete the offering. The establishment's two founders (one of whom started out in the restaurant world, the other in fashion) have already announced future collaborations between fashion and cuisine.

### What to think of it?

While it could be seen as a one-off, the appearance of an offering that combines clothing and catering is illustrative of the way in which retail outlets must now be envisioned: as **crucibles for experimentation** that seek new ways of satisfying customers hungry for surprises, not just for the purpose of differentiation but to **disseminate a set of values** and promote a particular approach to life. A few years ago, the two founders of Habile would have stayed in their respective lanes and opened separate establishments. By joining forces, **they are writing a new story and coming up with new rules**. And while their areas of expertise are very different, the quality, the traceability and even the sustainability of the raw materials they use are crucial, whether we are talking about garments or food. Can a dish not be as "iconic" or as sustainability oriented as an item of clothing? Can both not unite under a common banner? The merging of these two worlds, illustrated here by the presence of one partner's work on the menus of the other, paves the way for **a new common vocabulary and potential new forms of collaboration** that promise to deliver new experiences for customers.



## Combining intangible benefits with signs of social engagement can enable a brand to conquer new territory

Why shouldn't interior design and furniture stores also be energy suppliers, given that their role is to make our homes more comfortable?

### Seen in Sweden

Ikea recently announced that it would be using renewable energy (solar and wind) in all its stores and that it also plans to become an energy supplier. To do so, the company will buy power on the Scandinavian electricity exchange and sell it without applying a surcharge, giving preference to electricity generated by wind and solar farms that are less than five years old. It will offer a monthly subscription service linked to an app, dubbed Strömma (named after a town in the province of Stockholm), which is designed to monitor consumption and will enable those equipped with Ikea solar panels (sold in its stores) to sell the electricity they do not use. This service will be extended to all countries between now and 2025.



### What to think of it?

Faced with consumers who are increasingly concerned about their tendency to accumulate and who question the purpose and origin of their purchases, Ikea has decided to **signal its commitment to sustainability more loudly**, rather than continue to promote its product range, which lies at the root of its success but is mostly produced in China. Its newfound keenness to offer its customers green energy is the perfect embodiment of this timely strategic realignment. Through this approach, Ikea wants to be perceived **as a provider of comfort and not just a store selling furniture, household items and kitchen solutions**, and thus follows in the footsteps of many other brands that have sought to expand their horizons. This initiative also allows the retailer to highlight **the presence on its shelves of a new range of home electronics** (including charging stations, air-conditioning systems and connectivity solutions), which will not be able to fly under the radar for long. Lastly, by choosing to **support new power generating facilities**, IKEA is adding a generational dimension to its sustainability approach by targeting young working people, its core target market. Clever!



## A glance in the rear-view mirror

*In November 2014, L'Œil reported on the launch of a store unlike any other, one founded on a sense of community and the idea of circulating clothes.*

### When stores become clubs

#### Seen in Paris

The Habibliothèque opened in the Marais district of Paris on 9 October. It allows customers who pay a monthly subscription of €50 (or €30 if they sign up for a year) to borrow three items of clothing or accessories per month (fashion, designer and high-end), for a maximum of ten days and for a fee of €5. At the end of the rental period, they have the option of purchasing the items borrowed, but brand-new and with a 15% discount. Before launching their crowdfunding campaign (€10,000 on KissKissBankBank), the project's founders built up a community of fans on Facebook to whom they disclosed the brands they would be working with and which would be available in the store.

#### What to think of it??

Both unexpected and unusual, Habibliothèque's offer is **indicative, first and foremost, of a generation's desire to reinvent the codes of retail and disrupt** consumer habits. It is also very typical of the projects that rely on crowdfunding. Indeed, while securing additional funding is among their objectives, it is certainly not the only goal, nor perhaps the most important. Using a crowdfunding platform is also a way of generating a buzz by building **a community of fans** before one's project has even taken shape. Here, **customers are no longer just buyers, but members of a community**, into which they help breathe life (by funding the project) and whose future they help secure (through their monthly subscription and their social media activity).

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



## Word of the month

**Greentrolling:** a form of activism that involves calling out major brands and companies suspected of carrying out greenwashing via social media. This serves to raise awareness among consumers, so that they are not fooled by these kinds of marketing strategies. The term was coined by Mary Annaïse Heglar, the American creator of the Hot Take podcast and newsletter.



## Catching the eye

In a survey by Ici Barbès and research institute Occurrence, 54% of respondents, i.e., more than one in two people in France, believe that the public health crisis has *“had such an impact that it will alter their relationship with the world and change them as people, at least partially”*. **45% of those questioned view this difficult period in a negative light, 31% in a positive light and 24% in a neutral light.**

[www.icibarbes.com/etude-portrait-francais-post-covid](http://www.icibarbes.com/etude-portrait-francais-post-covid)

Will the resolutions of COP26 be enough to ease climate anxiety among the young? According to a survey by Kantar involving 10,000 young people aged 16 to 25 in 10 countries, 59% of respondents are “very” or “extremely worried” about climate change. **45% state that eco-anxiety affects their daily lives**, whether it be sleeping, eating, studying, going to school or even having fun. (The conclusions of this survey can be found in the Lancet Planetary Health scientific journal.)

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3918955](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3918955)

According to a survey by Publicis Conseil entitled *“Is night the new day?”*, which was based on an analysis of 4 million pieces of data drawn from social media in France and the United Kingdom during the nighttime hours, **32% of online conversations in France take place between 10pm and 6am**. In the UK, 11 million people are awake and active after midnight.

## Summing Up

Women's underwear chain Princesse tam. tam offers customers the chance to have their lingerie repaired for a period of two years after purchase. Atelier tam.tam is a free service, regardless of whether or not one is a member of the loyalty programme.

[www.princessetamtam.com/fr/atelier-tam-tam-p148.html](http://www.princessetamtam.com/fr/atelier-tam-tam-p148.html)

Rental company Hertz has announced that it has placed an order for 100,000 Teslas to electrify its fleet of vehicles. This is officially the largest order for electric vehicles ever made, with delivery scheduled for between now and 2022.

In the new flagship store it recently opened on Boulevard des Capucines in Paris, H&M Home has set up a corner devoted to the sale of flowers.

Every year, China celebrates Singles' Day on 11/11, a date chosen because of all the 1s that comprise it. This year, the world's biggest shopping festival revolves around the theme of "common prosperity". This means that the event includes a focus on environmental preoccupations.



The TikTok platform recently announced that it will be launching its TikTok Shopping offering via Shopify partner merchants in the US, Canada and the UK.

Carrefour, in partnership with startup Delipop, recently opened a fully automated click-and-collect facility on Avenue de Versailles in Paris. Customers simply need to place an order on the Carrefour website and select Delipop to obtain an access code. They can collect their order within 2 minutes of scanning their QR code at the site.

Walmart, Ford and Argo AI recently announced a partnership that will lead to autonomous vehicles making deliveries in the cities of Washington D.C., Austin and Miami. These vehicles will cover the *last mile* of deliveries usually carried out by major providers from the US postal sector, such as FedEx.

The RATP is currently trialling a fully autonomous bus on line 393 in Va-de-Marne near Paris. Initial testing is taking place at night and public journeys are set to begin in autumn 2022.



In the Netherlands, supermarket chain Jumbo has created 200 "chat checkouts", which are slower and give customers and staff the chance to have a conversation.

The tarpaulin covering the Trinité church in Paris from 3 to 30 November is made using Anemotech's theBreath technology, which absorbs pollutants. Over the course of the month, it will have absorbed the emissions of around 2,000 vehicles passing in front of the church. The covering was sponsored by clothing brand Levi's.

Ikea France has announced that it will be opening a second-hand furniture store in Paris. Sweden already has a shop that sells used furniture made by the group.

Adidas, in conjunction with online buy-and-sell platform ThredUp, has launched the *Choose to Give Back* programme, which enables customers to send back their used clothing and accessories in exchange for rewards. These items are then reused or resold.

[www.adidas.com/us/giveback](http://www.adidas.com/us/giveback)



Every Wednesday in France, Carrefour sets aside a till for children that allows them to play shopkeepers and help scan the products purchased.

[www.facebook.com/CarrefourSainteGenevieveDesBois/photos/a.234828873648863/1256828004782273/?type=3](https://www.facebook.com/CarrefourSainteGenevieveDesBois/photos/a.234828873648863/1256828004782273/?type=3)

In mid-November in New York, Starbucks joined forces with Amazon to open a store that is half café and half deli. Its customers can shop without having to go through the checkout, thanks to technologies that are being trialled by Amazon Go.

On Monday 15 November, popular youtuber Squeezie revealed in an Instagram story that two of his CDs were available to buy at Lidl stores. This is a first.



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

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