

# l'œil

n° 287  
January 2022

in depth study of new  
consumption trends

by L'Observatoire Cetelem

<https://observatoirecetelem.com>

## The second-hand market is breathing life into new ways of doing business...

With the growth of the fashion market now slowing, could its attractiveness be boosted by changing its sales methods rather than what it sells?

[www.redressco.com](http://www.redressco.com) / <https://venla.com.au>

### Seen in Los Angeles and Sydney

In the ultra-hip Atwater district of Los Angeles, Redress, a new second-hand store aimed at the public at large, recently launched "Rent-a-rack", allowing customers to rent clothing racks, as the name suggests. The concept is new in the United States, but has been up and running in Northern Europe for the past decade. Individuals can sell up to fifty items of their choice, as long as they are in good condition and ironed, for a fee of \$99 a week, added to the 15% commission the store charges on sales. Bookings are made online and customers are free to set their own prices, share their rack with a friend and post an ad on social media. Retailer Venla offers the same facility in Sydney.



### What to think of it?

With consumers showing an increasing preference for second-hand fashion, this is a market that is gradually being structured to best meet their expectations. After specialist retailers (children, luxury, accessories, etc.) and brands that have put systems in place to enable their own clothes to be returned, Redress is now developing an innovative hybrid model based on the rental of clothing racks. The term "hybrid" refers to the fact that the company **sells but does not select the products** it offers, that its customers are **individuals who want to rent a rack but are also looking to buy** an item, and that the appeal of the store stems **more from its location in a bustling area of the city, than from its architectural qualities**, which are not dissimilar to those of a warehouse. In this store, those who rent a rack are almost viewed as an independent brand whose offering reflects their lifestyle and values. **In this way, the shop acts as a showroom for its customers** and they become **stakeholders in the outlet**. More proof that changing the way people make purchases can change the way products are sold.

## The sustainability of stores supports the sustainability of their messages

To meet the changing expectations of consumers, retailers are offering more and more evidence of their commitment to the environment. This also provides them with another way to present themselves.



### Seen in Belgium, Munich and London

Lidl recently opened an eco-friendly store in La Louvière, Belgium, which is equipped with a 12-metre wind turbine, 25 solar-powered street lights, a green façade that promotes biodiversity, a communal vegetable garden, an insect hotel, connected beehives and two eco-grazing sheep. In London, Timberland recently opened a flagship store designed using materials derived from industrial production scrap and featuring mannequins made from bio-resins. Educational tables provide customers with information on the green initiatives the brand has set up. In Munich, Adidas has built a new 370 sq m store devoted to outdoor activities, whose design relies on resource-efficient and recyclable materials.

### What to think of it?

Shops have long been designed to offer their customers unique experiences. Today, retailers are designing them in such a way as to **demonstrate their commitment to addressing climate challenges**. This is also a good way for them to update the types of message they tend to put out and to reach out to new generations of consumer, particularly Millennials and Gen Z, who are more attuned to these issues than their elders. These eco-designed stores, some of which are even capable of producing their own energy, confirm that **the principles of sustainability are now infiltrating the consumer world**: originally synonymous with destruction (the word comes from the Latin "consumere": to use up, eat or waste), consumption is gradually becoming synonymous **with circulation and responsibility**, as demonstrated today by the growth of the second-hand and vintage markets and perhaps tomorrow by the transformation of shops into **drivers of their local area's sustainability**. There was a time not so long ago when retailers were criticised for being partly to blame for the proliferation of concrete in the outskirts of towns.

## When a holiday club for sports lovers opens a hotel, the result is something akin to a sports club

For the hotel sector, creating the world of the future often means going against the rules that were set in the world that once was...

[www.ucpa.asso.fr/le-sport-des-territoires/projets-de-reference/projet-de-reference/ucpa-sport-station-paris-19](http://www.ucpa.asso.fr/le-sport-des-territoires/projets-de-reference/projet-de-reference/ucpa-sport-station-paris-19)

### Seen in Paris

After opening two indoor multi-sport complexes in Meudon and Reims, the UCPA will soon be launching its first youth hostel in the 19th arrondissement of Paris. Christened "Sport Hostel", this hybrid concept will feature 59 rooms at very attractive prices as well as a 3,000 sq m sports complex with a climbing wall, a fitness room as well as squash, padel tennis and badminton courts. Special activities will also be on offer, including running, roller blade, bicycle and scooter tours of Paris. A bar and a restaurant that open out onto the street will complete the offering. Two further complexes are set to open in Nantes and Bordeaux in 2023.



### What to think of it?

More comfortable and hip than youth hostels, but also more relaxed and cheaper than traditional hotels, this project by the UCPA is an excellent illustration of the idea that any brand seeking to **reinvent itself today needs to think about hybridization**. Indeed, with its Sport Hostel, the UCPA is following in the footsteps of companies such as Jo&Joe, Generator and Les Piaules, whose facilities are aimed both at tourists and local residents, to whom they can offer **new experiences** designed as much to encourage them to spend money on-site (on entertainment, food and drink) as to **give them a sense of belonging to a community** of individuals who share the same values and the same areas of interest. In this case, given that we are talking about the UCPA, sports-related experiences are the main focus, as evidenced by the presence of numerous sports facilities nearby. At this hostel, the UCPA has even come up with **a unique form of sports tourism** devised to cater for those who want to explore the capital without having to miss out on what they enjoy the most. Doing what it can to ensure that **guests do not stay confined to their rooms** can also become a priority for a hotel...

## In the automotive industry, innovation isn't just a question of performance or design

Differentiation through bold choices is essential for carmakers, whether these choices are technical, stylistic or related to finance options or customer engagement...

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

### Seen in China

The Lynk & Co brand, which was created by Chinese group Geely and its Swedish subsidiary Volvo, is original for a number of reasons. The first is that it doesn't have its own network and vehicle maintenance is performed by Volvo dealerships. The second is that it has just one model in its range, a plug-in hybrid SUV derived from the Volvo XC40. It is only available in black or navy blue and there are no optional extras. The vehicle can be bought outright, but the brand encourages customers to rent it for a monthly fee of €500, which allows the driver to cover 15,000 km per year and includes maintenance costs. 95% of customers are reported to have chosen this option. Lastly, Lynk & Co is keen to promote car sharing and has set up an app and meeting points that allow subscribers to get together in a number of European capitals and, from 2022, in Paris

### What to think of it?

While this type of rental model is not unique in the automotive sector (it is particularly successful in the Netherlands, Italy and Sweden), it is clear that no other brand has taken it as far as Lynk & Co, which has added ride sharing and the ability for subscribers to meet up. Here, the objective is clearly to **appeal to a new generation of motorists** who don't want to have to buy a car the traditional way and **are more interested in the idea of having a vehicle available to them than in treating it as a status symbol**. Besides the fact that the SUV marketed by Lynk & Co has car-sharing proclivities, it offers no optional extras and is only available in black or blue, which could be a way of underlining **this emotional disinvestment**. Thus, the contours of one possible future for the automotive world are now appearing, with **a strong community focus** that will offer brands fresh opportunities to make their presence felt by customers, **in new ways and in places other than their dealerships**. Interactions and transactions will no longer revolve solely around the vehicle, but around the events in which it plays a role. It is now up to carmakers to work out how to create these events.



## From passion to business: the virtuous path taken by new business models

Building a business model based on one's passions is undoubtedly the most effective way of bringing together a community who will ensure its success.

[www.gueuleton.fr](http://www.gueuleton.fr)

### 📍 Seen in France

With fourteen restaurants, twelve caterers, a magazine, a web series and a million followers on social media, Gueuleton, the brainchild of two men from the French region of Gascony which was launched in 2011 as an online store for fine local products, is today a bona fide community united by a shared vision of what good food means. Its logo, a white G on a black background accompanied by a pictogram depicting a glass-fork hybrid, has become its rallying symbol and is only displayed on the front windows of restaurants that meet very specific criteria, based on the principle of affiliation rather than a franchise model, so as to avoid standardisation. Chefs are free to choose their suppliers and the contents of their menu. The brand receives 700 affiliation requests each year. In the next phase of its adventure, Gueuleton will organise events where customers can meet producers, breeders, winegrowers, etc.



### 📍 What to think of it?

Although not widely known to the general public, Gueuleton is the perfect embodiment of an idea that began as a passion shared by friends, expressed in a selection of products sold via the web, and which over the years has become something of a **cause** for a community driven by certain values, a **movement** that enjoys a great deal of media exposure (in magazines, on social media and on YouTube) and, finally, a **galaxy of restaurants** that promote a certain way of life. This evolution is symptomatic of our times, when **business models are often founded on a shared passion and are developed intuitively, gradually and pragmatically**, shaped by the feedback obtained at every step of their development. Gueuleton's originality also lies in the fact that this is a **network of minds rather than one of know-how**, because establishments are free to set their own recipes, which runs counter to the usual rationale behind restaurant chains whose appeal lies in the consistency of their offerings, sometimes to the detriment of their authenticity. What this example also demonstrates is that **the future of the food service industry will not depend purely on algorithms and speed of delivery**.



## A glance in the rear-view mirror

*In January 2007, L'Œil reported on a green card of an altogether different type... This was a pioneering approach at the time...  
Green Card*

### The facts

Dutch bank Rodabank offers a credit card designed to make cardholders aware of the environmental consequences of their purchasing behaviour. The Climate Credit Card makes donations to projects backed by the World Wide Fund for Nature (WWF) that are proportional to the carbon dioxide generated by the purchase of certain products and services. In a similar vein, British supermarket chain Tesco offers a loyalty card to which points are added each time a customer reuses a plastic bag at the till...

### The analysis

As consumers become more conscious of the fact that the planet's natural reserves are starting to run out, brands are launching more and more green initiatives, both to stand out from their competitors and to highlight their commitment to environmental issues. In this case, contrary to the type of message brands usually put out, the aim is not to encourage people to buy ethical products, but rather to make consumers aware of the environmental consequences of some of their habits, in the hope of inspiring them to adopt new behaviours. Could it be that this ambitious objective will only become achievable (and accepted) on a daily basis by setting up alert systems that are both fun and unimposing, like those devised by Tesco and Rodabank?



## Word of the month

**Trip Stacking:** a term that describes the current trend in the tourism sector for travellers to book several holidays or trips abroad at once, in case one of their prospective destinations ceases to be accessible due to the current health crisis. This is a strategy that has been made possible by the more flexible cancellation policies that airlines and hotels have decided to introduce.



## Catching the eye

The fourth wave of the Ifop/Boulinger survey on connected devices confirms that the focus is shifting from “performance” to “quality of life”. Thus, among the characteristics people look for in a connected device, time savings continue to decline in importance, as they had last year (16% mention this criterion, -4 points vs. 2020), while **improving comfort** in the household is up (10%, +4 points). Of all the connected devices people have tried, the Smart TV (or connected TV) is reported as being the one that has made the biggest difference to the day-to-day lives of French consumers, followed by the voice assistant.

Online survey conducted on 26-27 October 2021, on a sample of 1,001 people representative of the French population aged 18 and over.

A first for fair trade products. In December, “*C’est qui le patron*” (“Who’s the boss”), the consumer brand that pays producers a fair price to ensure they earn a decent income, saw its 6-pack of milk cartons become the **number one item in its category**. One month later, it was the turn of the brand’s organic butter to top the ranking. (Source Nielsen)

They say money can’t buy happiness. But, according to the latest Observatoire Cetelem zOom survey, **95% of French consumers say that it makes a significant contribution**. Money is a daily preoccupation of more than half of those surveyed, partly because it is a source of anxiety. **Three in four people in France acknowledge that they dream of financial success**. Those aged under 35 are unapologetic and almost unanimous in stating that they would like to make a lot of money.

## Summing Up

From 17 January, Carrefour will no longer be delivering its paper catalogues to people's letterboxes in Lyon and Paris. Customers will be able to find the retailer's promotional offers via digital media. Carrefour is the largest producer of catalogues in France with 900 million copies circulated each year.

In Arkansas, USA, Wal-Mart has become the first mass retailer to use self-driving trucks without a human at the wheel.

Decathlon now displays the carbon score of all its own-brand textile and footwear products. This score is calculated based on the product's entire life cycle (material, production, transport, end of life) and is accompanied by educational information to help customers visualise its impact.

<https://engagements.decathlon.fr/laffichage-environnemental>

Burberry has entered into a partnership with My Wardrobe HQ, one of the UK's leading clothing rental and resale platforms.



Genesis, Hyundai's luxury-car division, offers an infrared facial-recognition system that enables a vehicle's doors to be opened in the dark. A fingerprint recognition system is used to start the car.

At the Consumer Electronics Show, the rise of electric and self-driving cars seems to be shaking everything up. Indeed, Sony announced the creation of Sony Mobility Inc. and used the opportunity to showcase a new concept car, the Vision-S 02, a 7-seat electric SUV.

In conjunction with the **Too Good To Go** app, the Colruyt supermarket chain now displays a "Look, Smell, Taste" pictogram on the packaging of its own-brand dairy products. The aim is to encourage consumers to trust their senses before throwing food away.

Cyril Lignac now offers a subscription service for his marshmallow bears. Prices start at €28 per week and changes can be made at any time.



Goodmed is an app that allows you to scan the QR code printed on medicine packaging to access information about the drug and avoid self-medication issues.

<https://apps.apple.com/fr/app/synapse-grand-public/id1530574503>

In its newly opened store in Amsterdam, H&M offers customers a service that allows them to rent items from previous and current collections and to take advantage of a Repair & Remake department.

Startup Redonner rewards consumers for the clothing donations they make. All they need to do is drop their old clothes off at a collection point and take a photo of the items. In return they receive Re points, an exchange currency that allows them to obtain discounts from the startup's partner brands.

[www.redonner.fr](http://www.redonner.fr)

At the CES in Las Vegas, BMW unveiled a car whose bodywork can change colour thanks to a film containing pigments. When an electric current passes through the film, different colours can be displayed. For instance, the colour can change according to the weather or provide information on the vehicle's battery level.



With iOS 15.2, whose rollout is imminent, Apple will be adding an option to its smartphone settings that will allow users to see whether any of their device's components have been replaced or whether it contains only factory parts.

In Lyon, UNI restaurants (of which there are two) offer a €5.90 per month subscription that allows customers to get 40% off set menus.

<https://lyon.citycrunch.fr/uni-le-premier-restaurant-de-lyon-avec-abonnement/2021/09/15>

Snap, Snapchat's parent company, has launched its first content accelerator programme for small businesses and creative talents from minority groups. Participants will benefit from a six-month programme that will include funding, mentoring, training, marketing and community engagement.



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

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