

Could car boots become pick-up points?

Cities are full of parked cars that just seem to be “waiting”: what if they could be given a function other than just transportation?

Seen in Munich...

Having previously tested drone deliveries in the United States, Amazon teamed up with car manufacturer Audi to launch a unique service in May last year. Dubbed “Audi Connect Easy Delivery”, this logistics service allows its subscribers to receive their online purchases directly in the boot of their car, thanks to a smartphone-based geolocation system and keyless technology that allows access to their boot during a pre-defined time slot.



What to think of it?

By setting up this deal with Audi, Amazon (whose next objective is to enter the food market) has confirmed that the future of retail **will be shaped not just by product choice and pricing, but also by the delivery services on offer**. As major retailers worry about the impact on their sales of the click-and-collect trend, Amazon is putting forward a new option that uses **technological innovation to seamlessly incorporate deliveries into the day-to-day lives** of its customers. The initiative provides a fresh insight into the possible future of retail, but it also serves **to alter how we perceive cars parked in cities**. Some believe they should be made available to those who need transport, while others are thinking of ways of retrieving the heat from engines that have just been switched off. This new delivery solution is as unexpected as it is ingenious. **Retail has always contributed to altering the appearance and organisation of cities**. This initiative by Audi and Amazon serves to confirm that click and collect was just the beginning: **the fundamental habits of city dwellers** are now changing.

Could the bric-a-brac approach be the antidote to economic gloom?

With the growth of e-commerce, consumers have developed a taste for discovery and exploration. How can these new habits be transferred to the real world?

www.rekhet.be

Seen in Belgium

The concept, which was born in Finland under the name Rekhet, was recently imported by two entrepreneurs in Belgium. It allows companies and private individuals to rent shelf space in a store on a weekly basis, allowing them to sell any items they choose. For example, a person may wish to sell second-hand items like at a car boot sale, a shoe shop might want to clear stock of unsold footwear or a young designer may use the shelf space to start selling their handmade jewellery. At Rekhet, anyone can sell anything they want. Shelf space costs €25 per week (1 metre wide, 60 cm deep and 2.10 m high) and all proceeds from sales are paid to the shelf's tenant. The store's owners have announced plans to open 24 more in Belgium.



What to think of it?

Halfway between a solution for those who wish to **launch commercial activities** as a primary or additional source of income (as exemplified by the highly successful website etsy.com, which allows anyone to set up a store to sell their creations) and a market-style meeting place, the Rekhet concept could spell the emergence of a new form of retail. **Rich, varied and with a hint of the unexpected**, like e-commerce. **Warm, vibrant and spontaneous**, just as real-world retail should be. As department stores aim for the higher end of the market, with an increasing number of “shops within shops”, and as multi-brand stores become ever rarer, to be replaced by concepts that are too expensive, too smug and overly calculating, even down to the way the staff greet customers, **what is left of the simple and unique pleasure of shopping, which is all about discoveries, surprises, unexpected finds** and succumbing to temptation without always thinking about cost first? Exuding a sense of organised chaos, Rekhet is a new take on **the bric-a-brac concept**. It also reminds us that, even in an economic downturn, hunting for cheap deals is not the sole preoccupation of consumers and that **shopping can be treated as a voyage of discovery, an exploration, a game and even a moment of abandon**. Could this prompt retailers to re-examine how they organise and present their offerings, to adopt **a less rational approach and veer off the beaten path to create a greater element of surprise and discovery?**



Shops with a spirit of community: the new path taken by retailers

A new generation of stores is beginning to appear in major cities. Built around a specific theme and driven by a proud community spirit, they are far more than just a place where products are bought and sold.

www.steelmagazine.fr

Seen in Paris

The 11th *arrondissement* of Paris recently became home to a store devoted to cycling and run by Steel magazine: Steel Cyclewear. In this bright and friendly 110 square-metre venue, which was inspired by New York's coffee shops, the magazine (which already had its own e-shop) offers a niche selection of American, Australian and Japanese bike brands, specialist magazines and a range of products for a wider audience. The people behind the magazine are also based in the store and are keen to make the location a meeting place of choice for all bike lovers, by broadcasting international cycling competitions, holding photo contests and other events, and by creating routes for fans of long rides in conjunction with the Strava application.

What to think of it?

The appearance of a store like Steel Cyclewear is no coincidence. First of all, it is emblematic of a new generation of retail outlets, a **“mirror” store where sales staff and customers share common interests** and the same lifestyle, sometimes even going as far as meeting up outside the retail context. It is also symptomatic of the way in which magazines and the media in general are now able to develop their activities, by becoming **a place for people to meet and interact, just like a blog or a Facebook page**. To succeed, they must transform their chosen theme into a lifestyle, which must itself be embodied in a range of products. **The store's identity is not built around its product range, it is forged from its underlying spirit**, allowing it to offer products from a wide array of spheres. Is this type of store not simply **the real world's response to the development of e-commerce**? Given that it is now possible to buy just about anything without having to step outside, could visiting a shop become a way of **asserting one's identity and one's sense of belonging to a community**?



The success of high-end grocery stores is a sign of the times

Luxury grocery stores are appearing all over France, signalling a shift in consumer expectations and society as a whole.

www.lamaisonplisson.com

Seen on the web

According to a survey by Xerfi, which specialises in sectoral studies, the high-end grocery segment has a bright future. In addition to the French population's increasing interest in quality food, gastronomy and traditional local produce, the country's return to economic growth should also serve to stimulate the sector. Certain categories of product, such as “festive” foods (foie gras, caviar, confectionery, chocolates, etc.), will always retain their appeal, while others will suffer as a result of public protection measures and the health concerns of French consumers (e.g., wines and spirits). The consequences? Supermarket and hard-discount brands are now following suit and high-end grocery stores are popping up everywhere as retailers “premiumise” and seek to play the rarity card, as exemplified by the recent opening of the Plisson food court on Boulevard Beaumarchais in Paris.

What to think of it?

A decade ago, high-end grocers seemed to be the preserve of seniors and tourists, and those who believed in their potential were few and far between. But things have changed, to say the least. For some, the sector's growth confirms the current consumer trend towards **enjoying “the finer things in life”, fulfilling a need for solace in an environment that breeds uncertainty**. Others may view the success of high-end grocery stores as riding on that of local and regional produce, **with shopping becoming a form of activism and a way of showing pride in one's local area**. This is shopping that helps consumers feel a stronger sense of identity. These local products are also those that people remember from their past and that they have always known, products whose traditional nature is reassuring and **brings generations closer together**, from twenty year old fans of feel-good food to their grandparents, who are overjoyed to see the past coming back into fashion. Lastly, products that are slightly rarer and slightly more expensive than the rest also tend to be more visually appealing, an illustration of **the growing importance of aesthetics in our world...** Quality, storytelling, territorial identity, the ability to appeal to all generations and bold aesthetics: high-end grocery products give us their own take on the keys to successful marketing today.

And also...

According to a survey conducted by OpinionWay, **the French take an average of 252 photos during their summer holidays**. While 63% of those questioned take photos with their smartphone and 15% with a tablet, 76% still use a camera. Younger holidaymakers are more likely to use a smartphone or tablet, and tend to take fewer photos: 50% of 25 to 34 year olds took fewer than 50 photos during their holidays.

Against all expectation, the French have been found to spend less time on their smartphones than other Europeans. **Only 27% use their mobile for more than two hours a day**, according to a recent survey conducted by GfK on behalf of the Spanish consumer electronics brand BQ. 60% of Portuguese consumers and 55% of Swedes use theirs for more than two hours a day.

According to a survey by the Boston Consulting Group, which targeted 227,000 consumers across the world (France, United States, Germany, Spain, Italy, Japan and Canada), **50% of consumers say they ask friends and family for advice before making a purchase**. The websites of retailers are the second most important source of information (39% check them before they buy), followed by blogs and forums (35%), newspapers and magazines (13%), television (13%) and social media (10%). Moreover, in addition to influencing friends and family, individuals who recommend a brand tend to be more inclined to spend their own money on its products or services. This is particularly true for banking (where they spend 30% more) and car insurance (74%).

A third of French consumers do not want to receive publicity material in their letterbox, according to a survey by OpinionWay/Bonial. 18% have already stuck a "No advertising" label on their letterbox, while 14% are considering doing so. Seniors (38% of over 65 year olds) and younger consumers (46% of 18-24 year olds) are equally fervent in their rejection of unsolicited advertising.
(Survey conducted between 26 June and 15 July 2015 on a sample of 5,100 individuals representative of the French population and aged 18 or above.)

Summing Up

Having made a name for itself with its car-sharing service, Uber is set to announce that it will be taking care of deliveries for a dozen online retailers, including fashion and luxury brands.

A new US-based e-commerce site, Jet.com, allows users to pay less for products by choosing longer delivery times, waiving their right to return an item or collecting their order from a nearby partner store.
www.jet.com

In Germany, low-cost retailer Aldi is offering its customers a new service: free charging for electric vehicles.

The first store in which everything is free has opened in the former railway station in Reuilly, in the 12th *arrondissement* of Paris. There you can pick up second-hand items without necessarily having to give something in return. The project is supported by the Ile-de-France regional council and the French government.
www.laboutiquesansargent.org



US firm Intel, the world's leading computer processor manufacturer, has announced the launch of a reality TV show devoted to inventors of connected objects. The winner of "America's greatest makers" will receive a prize of \$1 million.

Mobile application Trad 112, which is translated in 14 languages, allows users to ask foreigners the right questions in their native language in the event of a medical problem.
www.tradcentdouze.com/trad112

Recently launched in Paris, Marseille and Grenoble, Peuplade.fr puts people in touch with others in their local area, allowing them to chat, help each other out, recommend places to go and meet up.
www.peuplade.fr



The website of Carrefour's clothing brand Tex allows users to try on 40 items from its collection online. An avatar is created based on the customer's measurements, using four photos taken from different angles.
www.tex.carrefour.fr

In the United States, coffee chain Starbucks allows loyal customers who are members of the "My Starbucks Reward" programme to access content from the New York Times free of charge.

From now until 28 November 2016, glove maker Maison Fabre is exhibiting its savoir-faire at DS World. To celebrate the occasion, DS's design department and Maison Fabre teamed up to design two models of driving glove, of which just 50 pairs have been made.
www.citroen.fr/univers-citroen/evenements-actualites/la-maison-fabre-au-ds-world-paris-le-raffinement-jusqu-au-bout-des-doigts.html



Designed by Ralph Lauren, PoloTech is a smart shirt that records the movements of the body using metallic fibres sewn into the fabric. It can send various types of data to an iPhone app, including heart rate, breathing intensity, recovery time, energy expenditure, stress levels and the number of steps taken.

www.ralphlauren.com/product/index.jsp?productId=69917696

The Showroom Privé website is set to launch its own brand of women's clothing, dubbed IRL (fashion for women In Real Life).



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

Editorial Director: Marianne Huvé-Allard
Communication: Patricia Bosc – patricia.bosc@bnpparibas-pf.com
Designer and Writer: Patrice Duchemin
Design: Lords of Design™ / Drawings: Fred Chance™