

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

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After the “shop within a shop”, here comes the “shop under a shop”

We have already seen concept stores offering product ranges that are apparently unrelated but linked by the same philosophy. So how about knocking down the walls between the outlets of separate retailers?

Seen in Paris

On 27 November last year, retailer Uniqlo opened its tenth shop in the French capital in the basement of the Fnac store on Rue de Rennes, occupying a 10,000 square metre space that previously housed records. Breaking with convention, cultural products, jumpers and puffer jackets are now sold side by side. This appears to be a first in France. In Japan, Uniqlo has been trialling the concept of bringing retailers together under the same roof since 2012 (in conjunction with Bic Camera, which sells consumer electronics and household appliances). The fruit of the partnership is the “Bicqlo” store. Obvious really...



What to think of it?

As leasing prices rise and floorspace becomes ever harder to find, retailers are looking for new commercial development strategies. One option is to **team up with other retailers that share the same philosophy and attitude to life**. This sets them apart from their competitors and allows them to introduce their customers to new shopping habits and rituals, as well as highlighting the fact that **the element of surprise is a powerful new force in marketing**. In this example, customers of Fnac are likely to have much in common with those of Uniqlo. **Requiring customers to pass through one store in order to get to another** also offers a new perspective on the “shop within a shop” strategy commonly employed by department stores (setting up a miniature store to reproduce a particular shopping experience) and breathes new life into concept stores, where product ranges from different categories are sold side by side. It shouldn't be long before this new marketing approach gives rise to **unprecedented promotional campaigns**.



A bank that meets today's expectations

For a bank, being close to customers does not always mean simply listening to their financial needs.

Seen in Poland

Polish internet bank Idea Bank offers its customers a service that is original, to say the least: a full photographic studio including cameras, lenses, lighting systems and a workstation. It allows them to make use of professional equipment to produce packshots presenting their products, as well as portraits and short videos. Idea Bank also offers them practical workshops to hone their photography skills.

What to think of it?

While this isn't exactly a model that others will be hurrying to follow to the letter, Idea Bank's initiative opens the way for fresh ideas and provides an insight into the services that banks could offer in the future. For these financial institutions, **being close to customers means more than simply listening to their requests for finance**. It also means catering for their requirements as a whole, even if these go beyond the standard bank-customer relationship. Offering access to a photographic studio means getting closer to businesses that operate via the internet and social media, firms **whose resources are often limited** and for which **having the “right” image holds great strategic importance**, especially when it comes to reaching a target audience that is very good at assessing what is on offer. A bank might provide access to work premises, IT equipment or a meeting room to help young companies develop. Such services would be perceived as **a willingness on their part to support business in general**, which would be just as enticing as a comprehensive range of financial products.



Who can predict where car manufacturers will be tomorrow?

Keener than ever to reinvent their image, car manufacturers no longer have any hesitation in exploring the most unexpected of avenues.

www.dailymail.co.uk/news/article-3272465/Mercedes-Benz-launch-luxury-apartments-make-feel-like-living-car.html

Seen in London...

In London's wealthy district of Kensington, Mercedes has designed six 100 square metre apartments for business travellers, inspired by the interiors of its S Class and Maybach models, from their lighting to their unique furnishings. A multimedia system, the Black Magic Wall, is placed at the centre of each apartment. Its design is reminiscent of the system fitted in the cars. The apartments are rented out for between £300 and £400 a night. If this pilot project proves successful, nine more apartments will be developed in Singapore and, eventually, in other cities. About a year ago, Audi launched an armchair in collaboration with Poltrona Frau and Bentley brought out its furniture line.

What to think of it?

By contributing to the design of luxury apartments, Mercedes has highlighted the trend for brands from all sectors to enter unexpected markets. **Multi-faceted brands offer consumers an element of surprise.** Having previously opened a 550 square metre establishment in Hamburg, offering a café-lounge, a restaurant and an event space, this new project demonstrates the car maker's desire to be associated not just with a particular "lifestyle" or "status", notions that have become vague and clichéd, but with a certain "art of living" that resonates in a way that is more personal and elective. Indeed, what the company is showcasing here **is neither performance, nor power, nor the notion of luxury** (these are values already associated with Mercedes and promoted to excess by car manufacturers), but **design and technology**, both of which are employed here to reproduce the unique feeling of sitting in the firm's cars. This is a way for the brand to assert its relevance in the modern world, to attach greater emotion and warmth to its image, but also to put forward the idea that **one's home can become an extension of one's car.**



When retailers go headlong down the path of innovation, their stores can start to resemble "lab-shops"

To attract attention and generate a buzz, some retailers come up with strategies that are completely removed from conventional practices.

Seen in Amsterdam and Paris...

Recently opened at the foot of the Hotel de l'Europe in Amsterdam, Pand10 is a bar like no other: it will close its doors when it sells its 10,000th beer. PAND10 offers a selection of 10 brands of beer from around the world. The bottles are all numbered from 1 to 10,000, allowing anyone to keep an eye on the bar's lifetime. Its clientèle can share the experience on social media and keep track of the establishment's life expectancy, thanks to a real-time counter displayed on its website. Having closed down its physical stores in France, creative clothing brand Marithé+François Girbaud has opted for an exclusively event-based distribution model that involves them «touring» to different cities, where it presents lines that are produced in limited numbers and frequently renewed. A ticketing system is run via the brand's website and, like at a concert, a «support act» is invited to each event - in this case, craft designers selected by the two stylists. The most mainstream items should eventually be available to buy online.

What to think of it?

With the economic climate still tense and consumers ever on the lookout for "something different" (without always knowing how to define their expectations), retailers are constantly devising new strategies and have no hesitation in challenging the rules of their industry. PAND10 essentially lets its customers decide when it will close down in **a fun and participatory way** (is this a new facet of "consumer activism"?), while the aforementioned clothing brand has given up on shops and instead chosen to go on tour, **like a rock band**. Both approaches enable these brands to **turn heads** by altering habits and rituals, **to create a buzz on social media** and to make their customers feel as though they **are a part of something rare**. They also underline the fact that the challenge facing brands and retailers relates not just to the products and services they offer, but also **to the relationship they are able to establish with consumers**. The more participatory this relationship is, the longer it will last and the further it will go. The race to be the most unusual is on!

And also...

In France, **16-30 year olds who own a smartphone spend an average of two hours a day on their device**, the equivalent of one day per week, according to a survey by TNS-Sofres published on 30 November. However, the figure is less than the global average for this generation of smartphone owners (3.2 hours per day), as pointed out by the survey, which targeted 60,500 web users across the world between May and August 2015.

According to the latest TSI survey on online shopping in France, **46% of French consumers are worried about making payments via the internet**. The proportion even rises to 53% among women. The least fearful are 30-44 year olds (40%). This lack of trust is the main reason why three-quarters of the population have never made a purchase online.
(Survey conducted by Easypanel for TSI between 19 and 21 October 2015, on a sample of 1,014 members of the French population)

According to a survey by PriceMinister on the evolution of e-commerce over the last decade, 44% of French consumers sold items via the web in 2015, compared with 28% in 2006. 47% have bought items from private individuals, compared with 34% ten years ago. Clothes were the most frequently sold items in 2006, accounting for 13% of C-to-C transactions. **In 2015, their market share reached 29%**. On the purchasing side, the products most frequently bought from private individuals in 2006 were DVDs, books, computer games, IT hardware and audio CDs. In 2015, fashion items came second (19% of C-to-C sales) after books (34%).

According to a recent survey by Deloitte, **70% of the French population owns a smartphone and 53% a tablet**. 59% check their smartphone within an hour of waking up and, when they do, it is usually to read their messages (39%) and emails (18%). 38% of French people check their smartphone 10 times a day on average and 28% up to 25 times. Almost half of 18-24 year olds use their smartphone up to 50 times a day.

Summing Up

The Tesla S features smart cruise control that allows the car not only to adapt to traffic, but also to change lane autonomously so as to maintain the chosen speed.

In Gothenburg, during the Christmas holidays, Volvo gave certain customers the option of receiving products purchased on the websites of two toy retailers directly in the boot of their car, which the delivery man could access thanks to a secure key.
www.youtube.com/watch?v=WZUDHytw3s

On 23 November, the SFR group's 4,400 employees in Saint Denis (93) saw a Monop'daily food store open within their premises, for their exclusive use.



UK designer Jasper Morrison has designed an elegant mobile phone for Swiss brand Punkt, with which users can only make calls and send text messages.

Suitcase manufacturer Tumi allows owners of some of its models to track their luggage anywhere in the world, thanks to the Global Locator application.

Dot, a South Korean start-up, has created a connected watch for the visually impaired. Fitted with 24 Braille pins that allow the wearer to read messages, e-books and the time, it also features GPS and an alarm. It is available for less than \$300.
www.fingerson.strikingly.com

In the Netherlands, Porsche recently opened its first Classic Center, which sells and maintains the brand's classic vehicles. Original manuals and more than 50,000 authentic parts are available at the centre.



In Paris, multi-brand clothing retailer Aboudabibazar allows customers to enjoy a personalised shopping experience by booking exclusive access to one of its stores from 7.30 pm to 9 pm, with no obligation to purchase.

Wefarmup is the first equipment-sharing website for farmers. Owners of tractors, ploughs and trailers can allow other farmers to use their machinery in exchange for a daily fee. Groupama is the website's insurance partner.
www.wefarmup.com/fr

Last Christmas, Ikea launched a competition in 14 countries for children of customers to design a cuddly toy. Ten of these designs will make it into production and go on sale in stores at the end of the year.
www.family.ikea.fr/?peluche=1



Swiss watchmaker Swatch has joined forces with payment card provider Visa to allow contactless payments to be made using its new watch, dubbed Bellamy. It is currently only available in the United States, Switzerland and Brazil.

Set up in a squat under Paris's *périphérique* ring road, activist vegan restaurant Freegan Pony recovers unsold food from Rungis every day, to be cooked by volunteer chefs.
www.facebook.com/Freegan-Pony-1627473020835867



Employees of BNP Paribas Personal Finance help to uncover the micro-facts reported in L'Œil by L'Observatoire Cetelem.

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