

A cross between a point of sale and a creative workshop: the shop of the future is beginning to take shape

To enrich the role they play and how they are perceived, some stores add a workshop area to their sales floor, where customers can put products to the test.

www.ikea.com/ms/pl_PL/kuchniaspotkan / <https://naturalia.fr/naturalia-boulogne>

Seen in Warsaw and Boulogne-Billancourt

In Warsaw, Ikea has opened Ikea Kuchnia Spotkan, a place where customers can try out all its kitchen furniture and utensils in real-life situations, either using their own products or by taking part in the classes on offer. This 150-square-metre space features two rooms and a programme that caters for a diverse audience, including families, children and seniors. Last month in the town of Boulogne-Billancourt, France, Naturalia (a 400-square-metre, three-storey store) launched a space devoted to DIY cosmetics and food, run by two naturopaths. It also opened a "Zen and Yoga" area, which offers no fewer than 33 classes a week in partnership with local fitness club Kbox.



What to think of it?

While some retailers are focusing on how to gain a footing in people's homes so as to transform them into points of sale (for instance, through home selling parties, which are enjoying a renaissance), others are wondering how to make their points of sale feel like home. **This shift in opposing directions illustrates a way of approaching the market that is currently very fashionable.** The phenomenon can also be observed in the hotel industry, with establishments adding individual character to their rooms at a time when the standardisation of aesthetic codes is beginning to make homes look like hotels. Offering customers a "home away from home" is a strategy that some retailers would do well to follow. Indeed, it could allow them to draw closer to customers through a **relationship that is horizontal, rather than vertical, and to act as a "coach" rather than a "teacher"**. Sharing know-how and practices also **favours interaction and friendly relations**. These are stores frequented by people with a passion, who are keen to talk to others with the same interests: the image created is very different to that of a shop through which customers pass quickly to pick up the products they need and nothing more.

The rise of e-commerce doesn't necessarily sound the death knell for shopping centres

Are peri-urban shopping centres really destined to vanish from the landscape? Some are now choosing to reinvent themselves to maintain their appeal.

Seen in Los Angeles

In the United States, Westfield shopping malls have signed an agreement with Uber to provide customers with a taxi service. The facility will be accessible from a lounge area that will offer phone charging points and a selection of magazines and drinks, as well as enabling them to book a table at a restaurant, buy concert tickets or use the services of a stylist. Around 30 shopping centres will feature these lounges, the first of which recently opened in Los Angeles.



What to think of it?

While traditional malls are gradually disappearing from American towns, Westfield's latest project seems to be a last gasp of resistance to changing consumer habits (shopping trips are increasingly fragmented and taking place in stores that are ever closer to home), the proliferation of e-commerce and the gradual shift away from car use. The challenge facing these shopping centres will be **to reinvent themselves in response to these changes** and to present a new facet of themselves **by creating new experiences**. One notable target is the over 50s, who are less likely to automatically head to the internet to make a purchase. By teaming up with Uber and offering a whole palette of new services, Westfield promises its customers **a more pleasant visit, where their time isn't just spent being as quick and efficient as possible, but can instead be used to make new discoveries and enjoy the experience**. The simpler and more practical customer access and transport becomes, the likelier people are to want to spend time in shops. The higher the number of services available to enhance customer care and comfort, the more they will enjoy their time at the mall and the more acknowledged they will feel. Some shopping centres use art (see L'œil from September) to attract new populations, while others seek to become veritable "service hubs" to support their customers, but they all share **the same ambition: to become destinations in their own right**.

Convergence of the senses

Concept stores opened the way for a departmenting of retailers' offerings. Now is the time for sensory departmenting...

<https://fr.loccitane.com/bienvenue-au-86-champs-pierre-herme-loccitane,74,1,91244,1184739.htm>

Seen on the Champs-Élysées

Last December, a different breed of store opened on the Champs-Élysées. The store is shared by Pierre Hermé, who is renowned for his macarons, and L'Occitane en Provence, which is famous for its traditional cosmetics from the South of France. Christened 86Champs, this 280-square-metre hybrid boutique showcases the process of distilling and manufacturing cosmetics, as well as featuring an exclusive range of hand creams inspired by the flavours on offer in the pastry shop. Customers can even have breakfast, lunch or dinner in the store. Previously, in 2015, the pastry chef had dreamed up a collection of fragrances inspired by his creations.



What to think of it?

86Champs is more than just a novelty store, it embodies a new approach to retail. **Once freed from the obligation to stick to a consistent theme, the retail world of tomorrow could be shaped by fusions of genres which, at first glance, have nothing in common.** But only at first glance and if we're talking purely about product offerings. However, if we focus on demand, common ground appears. Indeed, artisanal know-how, flavours, colours and textures hold great appeal for customers of Pierre Hermé and L'Occitane alike. Demonstrations of the former's gastronomic talent serve to trigger the appetite and curiosity of the latter's customers. At 86Champs, **each brand can take advantage of the flow of customers the other attracts, and visitors can enrich their sensory perception of the products they wish to purchase,** thus altering the way in which they view them: the cosmetics range gains a culinary quality and the pastry range is judged according to the ingredients selected. Previous concept stores were created around the idea of selling totally unrelated products in the same location. In this case the rationale **revolves as much around the fusion and sharing of cultures as it does around the juxtaposition of offerings.** This is just another way of creating fresh customer experiences, one that combines **the surprise of seeing two completely different brands in one location with a sensory exploration of the products on offer.** All of which should suffice to maintain desirability.

Community trade is not only trade within a community, it is also trade run by a community



When a community of producers takes over a shop, the creative concepts driving retail tend to evolve.

www.coeur-paysan.com

Seen in Colmar

A year ago in Colmar, on the road to Neuf-Brisach, six farmers acquired a former Lidl supermarket to sell their own produce, all of which is grown in Alsace. Christened Cœur Paysan, the shop exudes authenticity, with coarse wooden boards, photographs of the farmers, indications of geographical origin on each product, old-style milk bottles, wooden dressers and gingham table cloths. Thirty producers, who can be spotted thanks to their green aprons, are involved in the project as company shareholders and must spend at least two half-days in the store per month. Eight people are employed full time to ensure that the store is open five days a week from 9 am to 7 pm. Thanks to the 2,000 customers it attracts each week, the turnover target of €2.5 million in the first year looks set to be attained.

What to think of it?

Acquiring a Lidl store and replacing it with a direct selling experience, allowing consumers to buy local produce, is both an economic undertaking and a symbolic act that points to retail's current desire to initiate new models. By offering **prices that are fair rather than just low, so as to support local producers and traditions,** Cœur Paysan has broken away from the usual codes of mass retail. It encourages customers to think beyond the issue of price alone and ponder the true value of products, thus prompting them to take an interest in their origin. By presenting itself as a **community of producers,** the store has also shown that retailers can operate differently, because its members contribute not only to supplying the store, but also to its staffing and management, and to the promotion of agricultural know-how as a whole. **Could stimulating the curiosity of customers, encouraging them to find out more and boosting their knowledge so that they move away from anonymous food products** become a new role for mass retail?

Mood marketing: a new way of understanding consumers

Brands seeking to win over Millennials must be careful not to underestimate the importance they place on emotion. Thus, new marketing habits must be adopted.

Seen on the web

Music streaming platform Spotify (60 million paying subscribers and 140 million users) recently launched an original service that allows listeners to purchase beauty products by Pat McGrath Labs – named after the make-up artist who founded the company – directly from the Spotify page of singer Maggie Lindemann, thanks to a partnership signed with her label 300 Entertainment Merchbar. It will now be easier than ever for users to model their make-up on the artist's. The revenue generated by the campaign will also bring in extra income for the singer, since Spotify has declared that it charges no commission on sales.



What to think of it?

While the very principle of marketing rests upon defining an advantage, a promise and a justification in order to stimulate the desire of the target audience, it is quite possible, in the coming years, that this rationale will shift in response to Millennials, who are less sensitive to rational arguments than their elders when it comes to their consumption behaviour. This is something that Spotify has clearly understood by setting up a partnership with make-up brand McGrath, which allows it to detect **purchasing desires while people listen to Maggie Lindemann**. Here, the desire to buy a product is triggered by **emotional conditioning**, which heralds a new relationship with time during the purchasing process and a new role for artists. The aim is not only for the latter to sell merchandise or vouch for a brand, a model that has been applied over and over again, not always effectively, but to transform their universe (musical or other) into an emotional platform capable of instantaneously converting desires into purchases. **The targets are no longer consumers/buyers, but fans**, and the usual forms of persuasion have been replaced by **an emotional bond between product and customer**. Mood marketing could well be the future of marketing.



A glance in the rear-view mirror

In November 2003, the “no gender” movement was not yet mainstream news

Men and women: the ins and outs

The facts

The Park Lane Hotel in London celebrated its 40th anniversary with an unprecedented initiative: its 22nd floor was devoted entirely to female guests, apparently in response to their demands for greater safety. Meanwhile, also in the UK, Nestlé has come up with a deliberately sexist slogan to relaunch the Yorkie bar, a once popular chocolate treat that has fallen foul of the diversity of its consumers and their political correctness: “It’s not for girls!”. In France, more and more spaces devoted to men are appearing in department stores. Jean Paul Gaultier has announced his first make-up line for men, Levi’s is opening its first store for girls and Candia is launching milk designed specifically for women.

Analysis

While the debate around diversity in schools rages on in the political sphere and the media, opinions in the marketing world seem to be converging much more easily: after universal ranges that deliberately blur the line between masculine and feminine, we are now seeing clearly differentiated offerings appearing. This is a fundamental shift and not just a contrivance geared towards generating exposure for a product or service and attracting attention. It reflects the desire of consumers to be listened to and understood as individuals, not just a target market. Exclusively targeting men or women helps to clarify a product’s positioning and enhance the range’s credibility through specific rhetoric. But it also enables brands to strengthen their relationship with buyers and display empathy for the latter. Ultimately, isn’t this just about establishing a kind of fraternal bond with consumers?



Word of the month

Mindful Drinking: a movement that recently appeared in the UK for the purpose of prompting Millennials to think about their relationship with alcohol and encouraging them to enjoy regular periods of abstinence. The first **Mindful Drinking** festival, which is alcohol-free, took place in London last summer and three books devoted to the topic were recently published: "The Unexpected Joy of Being Sober", "The Sober Diaries" and "Mindful Drinking: How Cutting Down Can Change Your Life".



Catching the eye

According to the latest L'Observatoire Cetelem Zoom survey, "Sport: at what price?", 78% of the French population acknowledge that it is possible to enjoy sport anywhere in the country. However, financial accessibility is another issue, because **57% consider that taking part in sport is expensive, to the point that one in two people in France now state that they have given up on the idea.**

http://observatoirecetelem.com/?post_type=les-zooms&p=4597&preview=true

According to a survey published by the magazine LSA, **82% of the French population feel that they are more careful about what they eat than three years ago**, 70% look for healthier products and 45% seek tastier products.

A study by emerging-technologies specialists Gartner forecasts that purchases made using virtual personal assistants (VPA), such as Alexa by Amazon, Siri by Apple and Google Home, will generate \$2.1 billion in turnover in 2020, when **3.3% of households will be equipped with such a system.**

Summing Up

Charitable shopping. Up until 25 December last year, customers of Camaïeu's stores and website were invited to make a €2 donation when paying for their purchase. In return, Camaïeu agreed to donate a warm item of clothing to the charity Agence du Don en Nature, which then redistributed the garment to women in need.

 *Damien S. / Retail Strategy*

Traveller services. Holibag replaces left-luggage services, allowing travellers to leave their suitcases at partner retailers for a minimum of €1 an hour, including insurance. The app enables users to locate the closest provider.

<https://holibag.io>

Pedalling for a purpose. Start-up Biklio offers discount vouchers to cyclists according to the distance they travel. After the first 500 metres, users accumulate points that they can then redeem to obtain a discount from shops, museums and other local partners.

www.biklio.com


 *Isabelle R. / Marketing France*



Experience sharing. Demooz is a platform that enables web users who want to try out a product to get in touch with a demonstrator who already owns the item before they buy it online. Demooz is keen to build a community of demonstrators similar to the Tupperware network.

<https://demooz.com/fr/>

Dog Tech. In the United States, the website dogwalker.com has created a new service for shopping centres: connected kennels where visitors can leave their pet while they shop.

 *Véronique B. / Brand, Communication & Advertising*

Retail: making life easier for the disabled. To help autism sufferers and their guardians, Australian charity Autism Spectrum Australia has introduced "quiet hours" to Coles supermarkets. During these periods, the lights are dimmed, the radio is switched off, volume levels are turned down and the number of trolleys is reduced. 68 stores have already adopted the idea.

 *Damien S. / Retail Strategy*



Smartphone detox. Aimed at smartphone addicts, the BreakFree app monitors the frequency with which they use their device and determines a dependence score. Should they "overdose", BreakFree sends them an alert and offers to deactivate all sounds and notifications.

Automotive retrospective. Italy's Ministry of Economy and Finances recently launched a coin to celebrate the 60th anniversary of the Fiat 500. This silver €5 coin features the 500 from 1957 on one side and the 500 from 2017 on the other.

The fight against food wastage. The city of Nottingham has installed a dispenser offering food and basic necessities free of charge. The machine is stocked up thanks to a partnership with Tesco, local shops and a number of charities, including FareShare, which campaigns against food wastage. Access to the dispenser requires a magnetic card and a maximum of three items can be taken.

<http://golem13.fr/royaume-uni-distributeur-de-nourriture-gratuit-abri>

 *Christian Y. / Brand, Communication & Advertising*



Zero plastic. 500 million plastic straws are used each day in the United States. To combat the pollution they generate, particularly in the oceans, start-up Loliware has devised a straw made from seaweed, which can be eaten or composted and dissolves in water.


 *Patricia B. / L'Observatoire Cetelem*

Collaborative cooking. Chefing is a platform that enables the purchase and sale of dishes prepared at home by amateur cooks. Strict hygiene rules are applied and the dishes are tasted before they can be sold.

www.chefing.fr



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

 *means that the fact or the news in brief was spotted by one of them.*

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

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