

l'œil

by L'Observatoire Cetelem

n° 257
January 2019

in depth study of new
consumption trends

www.observatoirecetelem.com

Digital retailers are community brands first and foremost

When online retailers decide to set foot in the real world, they usually find it difficult to imagine a point of sale that looks like anything that has been done before.

www.makemylemonade.com

Seen near Canal St Martin

Recently opened near Paris's Canal Saint Martin, clothing store Make my Lemonade, initially an e-commerce site, is more than just a point of sale. It features a space devoted to pottery, sewing and embroidery workshops, which are run in the evening and at the weekend (accessible for €5 an hour), as well as a café and a haberdashery. The retailer also sells three or four sewing patterns from each of its collections, which are voted for by Instagram and Facebook users. To top this off, the site offers a selection of items from some of the designer's favourite new labels, as well as collaborations with "friend brands". All the brand's collections are produced in limited numbers and there are no sales, because there is always a hanging rail carrying discontinued items sold at a 20% discount.



Qu'en penses?

When they decide to step into the real world, e-retailers are invariably driven by the idea of **inventing new propositions**. The aim is not only to stand out from the rest, but also to **underline their affinity with younger generations** and cater for people's hunger for new experiences, something that traditional retail sometimes struggles to achieve. Among the experiences sought by shoppers, **the desire to feel part of a community** is dominant. Hence the inclusion here of a space featuring a café (in other stores it might be books or flowers) and offering workshops to accompany the sale of sewing patterns, all of which **encourages customers to spend more time in the shop and interact with others**. The same can be said of the firm's collaborations with other brands, which are an opportunity for the retailer to promote its values. The next step will be to transform its sales staff into community managers... Such fresh ideas allow retailers to **strengthen their bond with customers**, while giving them the feeling that they are experiencing something unique, which they will inevitably share on social media. **Recognition, memories and recommendations** are the three criteria that retailers can no longer afford to neglect.

Can work bring happiness? What was once exceptional has become an expectation



Today, in the back of everyone's mind is the idea that we have another self waiting for us somewhere. But the question is where? And when?

www.switchcollective.com

Seen in Paris

Set up in the ninth *arrondissement* of Paris, Switch Collective offers people the chance to change careers by undergoing a period of introspection. Switch doesn't provide skills assessments, which tend to be overly standardized and fail to consider the notion of well-being, but instead encourages more lateral thinking. Personal development, coaching, yoga, sophrology, philosophy... the programme features a wide range of individual and group exercises (for instance, it is important to hear the testimonies of others). This helps candidates understand their own ambitions without limiting them in any way. They can also attend free conferences focused on the working world and events at which they can listen to the experiences of others. At Switch, the majority of participants are between 28 and 40 years of age.

What to think of it?

An alternative to traditional skills assessments, Switch Collective has come up with its own answer to the professional dissatisfaction felt by many employees, who often wonder which course to take, but do not dare consider too radical a career change. **People no longer see their career as a straight line, but as a series of professional cycles**. What Switch Collective promises is not to help clients boost their performance so as to achieve more, but to enable them to **discover their own truths and to get to know themselves better so as to be as happy as possible in their day-to-day work**. This type of quest seems to confirm an idea that is rapidly gaining ground, **the idea that "somewhere" we all have another self** that we must find in order to achieve fulfilment. Hence the success of training courses, career change services and coaching, not to mention the appearance within companies of new roles such as "Chief Happiness Officer". This is illustrated, for instance, by the new slogan of Cadremploi: "Make happiness your ambition". Some will point out that what is new is not necessarily the notion of happiness at work, but that of using work itself to achieve it.

Mixing up the codes of offline and online retail may reduce the thinking time between discovery and purchase

What if real-world department stores became places in which to discover brands born in the virtual world? After all, social media isn't the only way of meeting and interacting with people.

📍 **Seen in New York, Seattle, Pittsburg, Atlanta, etc.**

Since Christmas (and until February), Facebook has been running its own pop-up stores in Macy's nine US outlets, where it showcases the products of a hundred or so online companies. Any brand could apply for a spot, but only those most popular among Facebook and Instagram users were selected. This unprecedented initiative, dubbed TheMarket@Macy's, was promoted through an advertising campaign at New York's Grand Central Station. It is important to note that neither Macy's nor Facebook take any commission on the sales made.



💡 **What to think of it?**

On one side, we have digital-native brands looking to gain notoriety and exposure. On the other, we have physical stores whose model is aging and which are having to fight off ever tougher competition, not to mention that they would also like to appeal to a younger population by appearing more digital friendly. Facebook had everything to gain by bringing the two sides together and acting as **a virtuous intermediary between the real and virtual worlds**. The objective? To highlight its ability to respond and its understanding of customer expectations, be they consumers or businesses, while freshening up **its image as an information sharing platform** and a generally innovative firm (e.g., its Portal connected speakers and screens), but also **encouraging emerging companies to spend more on its advertising platform**. But the primary goal **is to suggest a new way of shopping** that mixes up the codes of offline and online retail, because here people's desires are channelled towards items they have already identified and which are already liked by others. This is an effective way of **stimulating desire and reducing the thinking time between discovery and purchase**, an approach that could inspire all retailers.

A brand is not just about relationships, it can also be about a location



Brands have always liked to present themselves as "universes". A few have now decided to put this idea into practice.

📍 **Seen in Miami and Nantes**

Italian denim giant Diesel recently signed a partnership with a property developer (Bel Invest Group) to launch its first residential complex in Miami. The building will be constructed in the Wynwood pedestrian area, in the southern part of the Miami Design District. It will feature 143 homes decorated with Diesel Living products. With this project, Diesel has joined other Italian fashion labels in branching out into hotels or residential property (Giorgio Armani, Versace, Bulgari), but its aim is to go further still by coming up with a modern accommodation concept designed to appeal to the younger generation by tapping into how they live, work, communicate on social media or entertain themselves... In France meanwhile, at the recent EquipHotel trade fair, retailer Maisons du Monde announced that it would soon be opening its first hotel: a four-star establishment with 47 rooms right in the heart of Nantes. Like its stores, the hotel will feature five different styles intended to make customers "feel at home, but much more than that".

💡 **What to think of it?**

At a time when all brands are wondering how far they could go to achieve their ambition of becoming a bona fide "lifestyle", Diesel and Maisons du Monde have come up with their own answers by lending their name to actual living spaces. By offering apartments, Diesel is attempting to **show how close it is to the new generations** that constitute its main target market and whose lifestyles (and working lives) are not always fully addressed by existing models. In the case of Maisons du Monde, offering rooms in a variety of styles is simply a pragmatic way of underlining its intention to **become a key player in the world of interior design** (and thus move away from just selling furniture and accessories). It seems almost inevitable that shops, hotels and apartments will gradually start to resemble one another, **blurring our distinction between the private and public domains**. Indeed, there are already quite a few hotels that endeavour to make guests feel truly at home, not to mention offices and shops designed to feel like apartments. **In the future, locations will be less and less likely to be associated with a particular moment**, and this will surely have an effect on how brands operate, because they will need to think about devising new types of space or updating their existing premises.



Word of the month

“**Snap and send back**” is a new Instagram trend that grew out of Outfit Of the Day (#OOTD) and which involves taking a selfie wearing a new item of clothing, before sending it back to the store. 9% of British buyers already engage in the practice.



Catching the eye

Launched in 2010, Instagram now boasts 14 million active monthly users in France, or **21% of the population**. 70% of them sign in every day and 80% follow a brand. (Source: Emilie Virfollet, “Instagram: 2018 figures for France and the rest of the world”, 10 July 2018.)

In the UK, **71% of consumers are interested in the idea of sustainable clothing**, but only a third are prepared to spend an extra £5 at most to buy more eco-friendly items. 83% of consumers admit to having purchased items they have subsequently never worn, while 22.5% have more than 10 items in their wardrobe that they have never worn. (Survey conducted by Fashion Retail Academy on a sample of 2,000 people aged 18 to 35.)



A glance in the rear-view mirror

In February 2011, author Michel Houellebecq was big news. His notoriety even spread to the world of retail.
Creative leaps

The facts

On 25 February, Michel Houellebecq was a guest on Radio France’s Plan B show, broadcast live from “his” Casino hypermarket in the 13th *arrondissement* of Paris, which featured prominently in his Goncourt Prize-winning book. To mark the occasion, the area’s town hall hung large photos of the writer and his emblematic locations from the supermarket’s ceiling. A few days earlier, Fabrice Bloch, a chef well known to cooking bloggers, had organized a dinner in the aisles of Ethnic Angel, a new Parisian supermarket specializing in fairtrade products from around the world.

Analysis

After lipdubs and flashmobs, during which retail staff suddenly start singing and dancing in front of their customers, we now have cultural programmes being broadcast from the local supermarket and dinner tables being set up between store shelves. Shopping and entertainment seem to be converging more and more frequently. It is almost as though retailers are increasingly looking for ways of breaking with the routines with which they are associated and pushing fresh and unexpected narratives. Could these “creative leaps” illustrate their desire to focus on more than footfall and transactional concerns, so as to become places in which to interact and meet others, and perhaps even to share cultural experiences?

Summing Up

From 30 November 2018 to 6 January 2019, the Palace of Versailles and the ESSEC Business School offered shoppers the chance to enjoy a virtual visit of the palace from a mall in Singapore. The aim was to encourage Singaporeans to visit the site the next time they are in France.

www.tom.travel/2018/11/23/de-la-realite-virtuelle-pour-attirer-les-singapouriens-a-versailles

 *Emmanuelle S. / BNP Paribas CIB*

Since early December in Nanterre, near Paris, the Metro cash & carry has been home to France's first urban indoor vegetable garden. The area between the reception desk and the tills features 80 square metres of herbs and aromatic plants grown behind glass using hydroponics.

www.pour-nourrir-demain.fr/exclusif-video-visite-du-potager-urbain-indoor-de-metro-et-infarm?utm_source=wysija&utm_medium=email&utm_campaign=NewsLundi

To demonstrate its commitment to electric vehicles, Volkswagen recently announced a partnership with Tesco to provide the United Kingdom with its most extensive network of charging stations. 2,500 charge points will be available to customers of 600 Tesco stores by 2020.



VivaHouse is a startup that installs dwellings, in the form of accommodation modules, in empty shopping centres. The facilities are aimed primarily at young entrepreneurs and each site has a minimum/maximum stay. The firm's first venture is located in an abandoned shopping centre in the Bayswater area of London.

www.vivahouse.com/bayswater

 *Nicolas R. / L'Echangeur*

Leclerc recently joined forces with French collaborative click-and-collect delivery specialists Shopopop to trial home deliveries at six of its hypermarkets. Customers can now have their click-and-collect orders delivered on the day and at the time of their choice by other members of the community, dubbed Shopopers.

www.shopopop.com/livraison-de-vos-courses-e-leclerc

 *Fanny L. / Brand, Communication & Advertising*



Monoprix and Seb recently started trialling a service that allows consumers to rent small electrical appliances for a weekend or a week. Eight kitchen appliances are currently on offer at five Monoprix stores in the west of Paris. After use, they are cleaned, tested and reconditioned by Envie, a company specializing in professional integration.

 *Véronique B. / Brand, Communication & Advertising*

Startup Mobistreet rents out electric scooters to businesses. This new mobility solution for employees has already been adopted by Orangina and Danone.

 *Mailys K. / Brand, Communication & Advertising*

The city of Mulhouse has created mobility accounts through an app that allows users to access the conurbation's various forms of transport at the best prices. Travellers can pay according to actual usage, keep an eye on their consumption and easily find the transport solution that suits them. The service is unique in Europe.

www.mulhouse-alsace.fr/fr/compte-mobilite

 *Isabelle R. / Retail France*



Paris Zoological Park recently launched a programme allowing people to sponsor an endangered species and develop a special relationship with one of its representatives. They will receive a fact sheet about the animal, a newsletter, birthday cards, device wallpapers, invitations to events, backstage access, as well as having their name engraved at the entrance.

www.parczoologiqueparis.fr/fr/parrainer-un-animal-2635


 *Isabelle R. / Retail France*

Auchan Retail recently announced its intention to launch its first unstaffed container store in France, dubbed Minute, as well as its first hypermarket-based urban farm.

 *Fanny L. / Brand, Communication & Advertising*



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.

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