

l'œil

n° 273
September 2020

in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Customer experiences are going ever further

In an attempt to update the highly popular museums they devote to their history and know-how, some brands are looking to create immersive experiences...

www.maisonysesrocher.fr / musee-parfum-paris.fragonard.com
www.bassins-lumieres.com/fr/gustav-klimt-dor-et-couleurs
labeauteseclusive.chanel.com

Seen in Paris, Bordeaux and (probably) elsewhere

On 23-27 September, Chanel will be offering a unique immersive experience at the Jardin des Plantes in Paris. Christened "*La Beauté se cultive*" ("Beauty must be cultivated"), it will introduce visitors to its plantations and its plant-based production processes, so as to underline its eco-friendly approach and the commitments it has made. While many brands have an in-house museum, few of them offer a truly immersive experience behind the scenes, and those that do tend to operate in the beauty sector (Yves Rocher, Fragonard). And yet, the approach holds great appeal for consumers, as demonstrated by the success achieved over the last few years by L'Atelier des Lumières in Paris, which projects immersive images of paintings on giant screens. The idea was adopted in Bordeaux this summer for the inauguration of the Bassins de Lumières exhibition focusing on the works of Klimt. Meanwhile, the Grand Palais is offering the chance to experience life in the heart of Pompeii before it was destroyed (until 27 September).

What to think of it?

When it comes to retail nowadays, consumers have one main expectation: they want shopping to be a unique experience, so that they and the retailer can **turn what is ultimately no more than a transaction into something a little more special**. To this end, brands have started to inject more emotion into their points of sale by paying closer attention to their design and architecture. Some have gone as far as inviting their customers to open days (see Yves Rocher in the March edition of l'Œil). Like Chanel, brands could increasingly be tempted to **set up shop in locations other than their own** (museums, department stores and even theatres and certain institutions) to offer immersive experiences and thus enhance their cultural credentials. Given the ever-growing dominance of social media, **only fresh or spectacular experiences now have the power to draw public attention**. Immersive exhibitions appear to be the perfect answer. Last century, museums would display signs saying "Touch with your eyes", a statement that could not be more relevant today, but this also points to **people's desire to be touched by what they see**.



Coffee roasting plants, distilleries, dairies... something of a country atmosphere is emerging in the heart of the French capital

It was once believed that urbanites were only interested in the modern world, but we are now discovering that they also see the appeal of more rural pleasures.

www.luckymiam.com/cow-fromagerie-cheese-of-the-world
<http://lalaiteriedeparis.blogspot.com>
<https://laiterielachapelle.com>

Seen in Paris

In Paris, after coffee roasting plants (Brûlerie de Belleville, Café Coutume, Atelier de Torrification, Brûlerie des Ternes, etc.), breweries (Maison BAPBAP, La Parisienne, etc.) and distilleries (Distillerie de Paris), we are now seeing the appearance of cheese dairies with the aptly named Laiterie de Paris (located in the Goutte d'Or district) and Laiterie de La Chapelle (not far away), both of which process and mature local (organic) milk on site for the purpose of making top quality cheeses (goat, cow and ewe). Another example is COW (Cheese of the World), which each week sells more than 50 litres of unpasteurised cow's milk from the Seine et Marne area of France, from Thursday to Saturday. COW is located in what, many years ago, was still the countryside bordering Paris: Boulevard Saint Germain.

What to think of it?

When historians of the future look at our way of life in the early 21st century, they may be surprised to observe the revival and proliferation of food artisans in large cities, and especially Paris. Whether it be roasting plants, breweries, distilleries or cheese makers, the model is always the same: **premises reinvented** with a strong aesthetic (raw materials, no frills), or based in unexpected locations (most lie in the heart of working-class neighbourhoods), **run by passionate thirty-somethings** whose background is often completely unrelated to the trade (many are business graduates or finance professionals) and who are **eager to create a micro-economy** founded on methods passed on from generation to generation and on cooperation with local producers. These neo-artisans are **driven by the quest for a more meaningful career** and by the desire to do "**useful work**". They also want to **reinvent cities** by making their inhabitants (but also themselves) **feel as though they are living "elsewhere"**, be it in a village or another period in history. Slowing down time so as to savour it and feel as though one is elsewhere is **a new urban concept** that could transform cities.



What could be better for a brand eager to satisfy its fans than to give them behind-the-scenes access?

Some car manufacturers simply have to do things differently to others to retain their mystique. After launching its new 911 in digital format only, Porsche has surprised us once again. <https://newsroom.porsche.com/en/2020/products/porsche-online-platform-my-porsche-behind-the-scenes-20905.html>

Seen in Germany

In Germany, Porsche recently launched a new service that allows its customers to follow the birth of their new car in real-time and step by step, but also to track its delivery. To make this possible, the manufacturer has installed cameras on two of its assembly stations and connected them to its production software so that future owners can be alerted when production begins on their car. Christened "Behind the Scenes", this innovative service is available solely for the 911 and 718 (Boxster and Cayman) and only in the United States, the UK, Canada, Switzerland and Spain. Other markets are set to follow.



What to think of it?

Of course, Porsche is not a brand like any other and Germans are quite atypical when it comes to their relationship with their cars. But that has not deterred the manufacturer from offering its "Behind the Scenes" service in other countries. The initiative is a reminder that **a brand does not sell a product, but a relationship** that it must constantly nurture. Here, it is nurtured like never before. It also highlights the need, in the face of stiff competition, to **view customers not merely as buyers, but as fans**. With "Behind the Scenes", Porsche ticks all the boxes by satisfying their curiosity, fuelling their dreams and inflating their pride, while at the same time **showcasing the know-how and enthusiasm of its employees**. A new type of narrative is emerging here, one that is more transparent and direct, with storytelling that can be immediately fact checked. This is a real virtue in a world where every claim is immediately questioned. **The more information customers are given, the more likely they are to become fans**. Many other brands could potentially make better use of the time that elapses between order placement and delivery. Very often, this time is not devoted solely to the logistics process.

Partnerships are constantly popping up and taking on new forms, having become an important go-to strategy for brands



When a popular brand moves into a popular location, this is an opportunity for the former to enhance its offering by seeking inspiration in the values of the latter.

Seen in Bordeaux

In Bordeaux this summer, Veja, an eco-friendly sneaker brand that is a favourite among millennials (raw material traceability, durability and style) set up shop in Darwin, the city's former barracks. These have been converted into an alternative and bohemian "brownfield laboratory" that is also much loved by millennials. Founded on the idea of combining initiatives with a focus on the environment and sustainable development, the complex could not fail to appeal to Veja, which was not content simply to open a store there. Indeed, the brand has created "the shop of the future" (according to the press kit) in conjunction with a firm of architects based at Darwin: an experimental 250-square-metre store that is 100% eco-friendly and socially responsible. It features a shoemaking workshop (to recondition used pairs of sneakers) and an area for collecting and recycling pairs that are in too poor a condition. Also on offer are Veja prototypes that have never been launched on the market, sneakers with slight defects sold at a discount, and pairs from old collections.

What to think of it?

Now considered essential by any city wishing to appear responsible and environmentally friendly, brownfield sites are rising in number and becoming testing grounds for environmental and social innovation blended with urban culture. And sometimes also for brands, as Veja's initiative illustrates. And yet, traditional retail is not always viewed as desirable in these kinds of location, where bartering, recycling and non-monetised trade tend to be preferred, but they still need to follow a profitable economic model. Brands setting up shop within their walls therefore hail a new stage in their development, **as the profile of the population that frequents them, which is quite homogeneous in terms of age and the values held, becomes their main strength**. Brands that want to move into such sites will need to conform to their values and **be able to create sales spaces that break with the norm and reinforce the sense of community** that reigns within them. The next step for Veja will no doubt be a pair of sneakers sporting the colours of Darwin. After partnerships with other brands, retailers, people and influencers, we are now seeing brands setting up **partnerships with locations**. **Could we see them partnering with entire neighbourhoods in the future?**



Word of the month

Chronotopia: a concept word that describes the capacity of a location to transform itself according to the time of day or how one wishes to use it. Thus, during the lockdown, an apartment might have accommodated a classroom, a home office, a fitness room, a DIY workshop, a music studio or a meditation space, either simultaneously or successively. How can we enable all these activities to take place in the same premises? This is the question that designers and architects are now pondering. Chronotopia has a bright future.



Catching the eye

According to a recent survey examining the pandemic's impact on French society (conducted by BVA on behalf of EDF), **72% of the French population consider family to be an "absolutely essential" personal value**, eight points more than four years ago. Conversely, while freedom remains an important and universal value, the proportion of respondents who consider it "absolutely essential" has dropped seven points since May 2016 to 65%. Could this be linked to the public health situation? (Source: "*Mesurer l'impact réel de la crise : quel portrait de la société française post-Covid*")

(“Measuring the true impact of the crisis: a snapshot of French society post-Covid”), BVA, 17/07/2020.)



A glance in the rear-view mirror

In June 2010, l'Œil reported on a behavioural trend that would go on to develop inexorably, as websites like Vinted have clearly understood.

Neutrality

The facts

In this era of “smart spending”, an analysis of the transactions that take place on eBay has revealed the existence of a new form of consumption: “neutral shopping”, which involves making purchases on the web worth the same amount as the sales you make. Indeed, in 2009 more than 15,000 French eBay users were able to consume without spending a euro. And since clothes and fashion accessories account for the majority of this type of shopping, eBay has come up with the “Commando Wardrobe Challenge”, where seven fashion-loving bloggers are each asked to recruit one of their readers for a wardrobe update that will not cost them a penny.

The analysis

In a way, eBay is not just a buy and sell platform, but a bona fide observatory of consumer trends. Thus, the emergence of the “neutral shopping” phenomenon is indicative of how consumption is changing. On the one hand, this is an evolution rooted in common sense, one that translates into less accumulation and a greater focus on product use and circulation. On the other hand, it stems from a desire to act more responsibly, because by “neutralising” our consumption we are also helping to limit its impact on the environment. Does non-use have tradeable value and can refraining from making purchases be an example of environmental activism?

Summing Up

This summer, a vending machine selling local products was installed at Besançon-Viotte train station. It is filled with comté, morbier and tome du Jura cheeses, Morteau sausages and other produce from the Franche-Comté region, supplied by the La Rigotte cheese shop in Besançon.

www.macomune.info/video/besancon-distributeur-a-fromages-et-salaisons-a-la-gare-viotte

Like every year for the last seven, this summer Le Camion qui Livre, an initiative of publisher Le Livre de Poche, drove from beach to beach to meet its readers. At each stop, a local bookshop supplied a selection of works and was on hand to advise customers.

<https://lecamionquilivre.livredepoche.com>

Since 25 August, customers of the Carrefour supermarket in Villiers-en-Bière have been able to book a checkout slot by scanning a QR code displayed in different parts of the store. The system, which had previously been trialled without much success, could become relevant once again during the Covid-19 era.



The German government now requires all service stations in the country to be equipped with an electric vehicle charging point, the goal being for one million electric vehicles to be on the roads by 2030. In May this year, only 3.3% of vehicles registered in Germany were electric.

Since the summer, newly purchased Seat cars have been delivered to the buyer's home, on condition that they live no more than 40 km from the dealership. The service was set up in partnership with Ector, whose drivers serve as the brand's ambassadors, not only during delivery, but also for subsequent maintenance visits and repairs.

www.seat-mediacycenter.fr/actualites/actu/entreprise/2020/SEAT-France-propose-a-ses-clients-un-service-de-jockey-a-domicile-pour-la-vente-et-l-apres-vente.html

Amazon recently launched a high-tech shopping trolley, the Dash Cart, which scans items using on-board sensors and cameras that can read prices. Customers no longer need to go through the tills and their receipt is sent to them by email. The first real-world trial is set to take place in California at the end of the year.

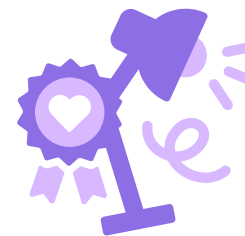


Burberry has affixed a new label to its clothes that displays information about their environmental impact, including the percentage content of recycled organic or natural fibres, recycled synthetic fibres or organically grown fibres.

This summer, Carrefour set up an unprecedented partnership with Apple to become the first European retailer to link its loyalty card to the Apple Wallet. The retailer's customers will now be able to take advantage of its loyalty programme when they pay with their iPhone or Apple Watch.

Since the start of the school year, two Cora hypermarkets (in Metz and Lens) have teamed up with the Easy Cash chain to offer sections where customers can buy and sell second-hand products. The plan is for the trial to be extended to the entire the retail network.

In London, 24 street lights in the borough of Westminster have been converted into charging stations for electric vehicles using existing infrastructure. The plan is for every street light in the neighbourhood to be modified in this way.



Zappos, the US-based online shoe store, is currently trialling the idea of purchasing a single shoe or a pair in two different sizes. Major brands such as Converse, New Balance and Nike are taking part in the trial, the initial results of which are highly promising.

Having jumped aboard the meal delivery bandwagon, Uber is now trying its hand at car rental. Uber Rent, a new option on its mobile app, puts its users in contact with car rental agencies in France and abroad.



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

Œil 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™