

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

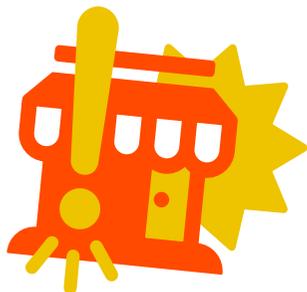
www.observatoirecetelem.com

When stores become magazines

Real-world retail has not said its last word in its duel with e-commerce. Its strength and uniqueness lie in the experiences it can offer.

Seen in Paris

To celebrate its 20th year, the Citadium Haussmann in Paris has been entirely renovated to be more appealing to millennials and members of Gen Z. Its 6,000 square metres of floorspace on four levels have been redesigned. The distinction between the genders has been eliminated in favour of categorisation by style and brand. All the major brands carried by the store can request an enlarged sales space, with some, like Levi's and Converse, now running their largest shop-in-shops anywhere in the world within its walls. The retailer also features a branch of trendy burger restaurant PNY, together with a barber shop, a beauty bar, a vintage space of more than 100 square meters and an area devoted to music, which offers customers equipment and records, as well as hosting radio shows and DJ sets. Lastly, for greater synergy with the website, an automated click & collect system has been set up at the entrance.



What to think of it?

The Citadium Haussmann is an example of a **new retail model explicitly targeted at and dominated by lifestyles**. The approach is **similar in spirit to that of a paper or digital magazine**, with an editorial line and artistic direction driven by the selection of brands present (large corners offer them greater freedom of expression than traditional shop-in-shops), suggested looks that mix new and vintage items, and the ability to interact with visitors through a variety of beauty experiences. Spaces set aside for food services and for music and radio events also allow the retailer to **fine-tune its identity and highlight the aspects that mark it out**. The next step would be to regularly bring in guests to act as curators by offering their perspectives and a selection of products. **Editorial content should not be the preserve of e-commerce** and all brands need to think about how to produce their own, because **it could soon generate as much customer attachment as a system that rewards their loyalty**.

Scarcity has always been the primary trigger for desire. This is something social media outlets have clearly understood



A sales technique devised by luxury brands to keep their desirability as high as possible, “drops” appear to have a great deal of staying power, which should help them conquer other sectors.

Seen on the Web

First seen in the world of luxury goods, drops involve “parachuting” a small quantity of exclusive products onto the market a few weeks after advertising the date of the campaign and the quantity available with perfectly orchestrated leaks. This stokes the excitement not only of fans, but also of those who will seek to resell the products at inflated prices via social media. The technique was initially developed by streetwear brand Supreme and lies at the root of its success. It was then adopted by a number of luxury brands such as Moncler, Tod's, Gucci, Balenciaga and Vuitton. It is also regularly used by Lidl to market a specific product, whether it be a food processor or, more recently, a €20 pair of sneakers, which a few days later were swapping hands on social media for 100 times their original price.

What to think of it?

While they symbolize a consumer society dominated by excess, drops are not completely devoid of virtues. An updated version of the usual “flash offers” and limited editions, they contribute first and foremost to instilling those who purchase these products **a feeling of exclusivity and belonging that allows them to enhance their social media profile**. They also provide a welcome **adrenaline rush** to consumers who want to add a little excitement to their consumption and their lives. Meanwhile, they give a not insignificant boost to the desirability of brands, as well as helping them to **better understand the tastes and expectations of their customers** (by allowing them to trial new propositions before committing to their development) and **attract into physical stores** millennials and Gen Zs who are very much *au fait* with digital shopping. Lastly, **because they require neither build-ups of stock nor overproduction**, drops are compatible with the pressing issue of environmental responsibility. Lidl has well understood the virtues of this method, which it hopes will help change its image. What are other brands waiting for?

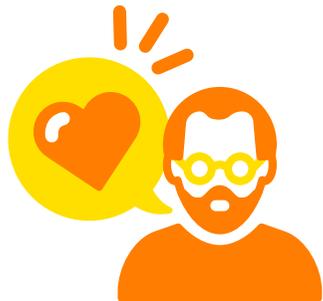
After storytelling, “story proving” is now the star of the show

Consumers are being urged to consume less while also being offered ever greater choice, so how can brands help them make up their minds?

www.mediamarkt.be/fr/shop/live.html

Seen in Belgium

In Belgium, MediaMarkt recently began holding Live Shopping sessions, having been inspired by the Asian model. Various items are presented each week during interactive online sessions hosted by an influencer, to whom consumers can send questions via a live chat system. Every Saturday morning on the MediaMarkt website, ten items are presented around a particular theme. The first three sessions focused on smartphones, photography and skincare products. Viewers can make purchases quickly and directly via the links that appear on their screen.



What to think of it?

Retailers have well understood the need to **create a narrative around their offerings to help establish a relationship** with consumers and provide them with a unique experience that will fuel their **conversations, a vector that is now crucial to the success of brands**. Faced with an embarrassment of choices, consumers are not always sure about what they want to purchase. Retail's response to the doubts and hesitations of customers often boils down to (costly) exchange or refund services. With its Live Shopping sessions, MediaMarkt is forging a new path: **“story proving”**, the successor to storytelling and a form of demonstration accompanied by comments and points of view which, although not completely free, may be perceived as subjective enough to allow users to forge an opinion. Here, MediaMarkt **is making an unexpected foray into home shopping**, which gave us our first taste of consumption as entertainment when it gained popularity in the 1980s. In today's version, the presenter is replaced by an influencer. In a way, this reminds us that **innovating often means looking to the past** and drawing on what was successful.

Could vintage become a new growth engine?

Retailers could just look on in horror at the success of vintage goods. Or they could try to make the most of it by coming up with their own offerings.

<https://supermarcheparis.bigcartel.com/about-super-marche>

Seen on the Web

In late 2016, the Super Marché website was launched around the idea of offering collections of second-hand clothing: unique items created using garments obtained from various sources. At the beginning of the month, Super Marché joined forces with website Leboncoin to create a collection using clothes people were selling on the latter. It now features around a hundred items (including accessories) priced between €5 and €95 and available on Leboncoin since 3 December. The partnership's originality also resides in the fact that the items are assembled in a sewing and professional integration workshop in Saint-Denis and that 50% of the profits generated are donated to the charity Fashion Revolution France, which was set up after the Rana Plaza fire in Bangladesh.

What to think of it?

Given the current popularity of vintage items (which are **cheaper than new products, more unique and more responsible**), a popularity that stands every chance of becoming a lasting part of our shopping habits, more and more retailers are devoting spaces to the genre within their stores. **A timely source of growth at a time of crisis**. Super Marché has decided to go further still, because it is **enhancing the value of this vintage offering** by treating these clothes as **raw materials for new items**. This is an upcycling process that is still in its infancy. By joining forces with Leboncoin, Super Marché has raised its profile, spelled out its purpose and floated the idea that the second-hand market can be **a source of inspiration, but also a source of materials** that anyone can use to express their creativity. This has allowed Super Marché to position itself as **a responsible and creative fashion company**. Many clothing retailers are now questioning the rationale behind fixed sales periods. Rather than seeking to sell their past collections, perhaps a better idea is to use them to come up with new clothing lines.





Word of the month

Doomscrolling: a term describing the compulsive habit of staring at a screen while searching for negative or anxiety-inducing information about the end of the world, conspiracy theories, the climate apocalypse or the pandemic, for example. For some, doomscrolling has become a way of life.



Catching the eye

According to a Yougov survey that ranks **the favourite brands of 18 24 year olds, for the fourth year in a row Netflix tops the list in France, with a score of 80%**. McDonald's sits in second place with a score of 71%. Then come Apple and Vinted (69% and 67%). For the first time, second-hand buy-and-sell platform Vinted is featured in the top 5, which is completed by Facebook.



A glance in the rear-view mirror

All retailers now see vintage as a new source of growth. In 2012, very few had embraced the idea...
History telling

The facts

This summer, the L'Eclaireur chain of concept stores opened a new outlet, its seventh, at the Puces de Saint-Ouen flea market, where it presents its "contemporary archives": a selection of clothes and accessories from the period 1980-2000, as well as limited-edition or unique designer items from the era. Next door, Habitat has opened a 450-square-metre space christened "Habitat 1964" (a reference to the year in which the retailer was founded). It features products from its previous collections, which have been supplied by customers. Other brands from the world of fashion, accessories and design are expected to set up shop in the Puce's new space.

Analysis

Unimaginable until recently, the appearance of modern retailers at the Puces demonstrates the emergence **of a new conception of consumption**. Today, what a particular section of the population wants to purchase is not just a product or brand, but a story, a testimony or a relic from a specific era. This quest for iconic products and items that hark back to the past reflects **a desire to avoid standardized offerings** and leads brands to dream up new locations: offbeat premises that allow them to express their personality and give customers the feeling that they are **accessing something rare**. It is essentially a "heritage-based" angle on consumption, where the value of a product lies as much in its intrinsic qualities and in what it promises as in **its capacity to embody a period in time**.

Summing Up

Opened in early October in Toulouse's Labège 2 shopping mall, Marquette is a 300-square-metre shop that only sells brands that initially emerged on the web.

www.marquettestore.fr

Since the end of November, six Oxybul toy stores have been offering virtual meetings with a salesperson at the point of sale. The meetings last 30 minutes.

In conjunction with Israeli startup Tactile Mobility, BMW has designed a system of sensors that analyze road conditions, the speed of the wheels, their angle, the number of revolutions per minute, the state of the brakes and engine, as well as the car's suspension. This innovation will be incorporated into every one of the brand's models as of 2021.



In the Dutch city of Haarlem, retailer Albert Heijn has launched a delivery app for small households offering a smaller selection, less bulky products and lower delivery fees.

In Sweden, Ikea has opened its first second-hand store, where it sells used furniture and accessories by the brand. The shop, which is smaller than usual, but follows the same visual codes, is being used to trial the concept.

Daimler, the world's largest truck manufacturer, recently teamed up with Luninar, a firm specialising in LiDAR (laser detection) technology, to develop driverless heavy goods vehicles.



In its new Antwerp flagship store, C&A has set up a TikTok window display, the first of its kind. It allows different influencers to take part in "outfit challenges" during which they quickly switch between looks.

www.youtube.com/watch?v=ijluFXyuNs&feature=emb_logo

Working in partnership with startup PIVR, online retailer Cdiscount now offers a remote repair support service for large household appliances that are out of warranty. The service is based on tutorials and videos.

Website Windowswap allows you to travel without moving by watching what others can see out of their windows. Every video has sound and lasts 10 minutes.

<https://window-swap.com/window>

Skoda has developed a new belt buckle system with a clear transparent button featuring LEDs that light up white when no one is seated and turn red when a passenger sits down.



The Ikea Museum's website allows visitors to browse through every Ikea catalogue ever published. If nothing else, this allows us to analyze how representations of the family model have changed.

<https://ikeamuseum.com/en/our-catalogues>

Bonobo, the sportswear retail brand of the Beaumanoir group, recently launched an environmental rating that allows its customers to assess the ecological impact of purchasing one of 450 of its items.



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

OO 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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