

(RE)ACT

CREATING VALUE IN A POST-
HYPERCONSUMPTION ERA

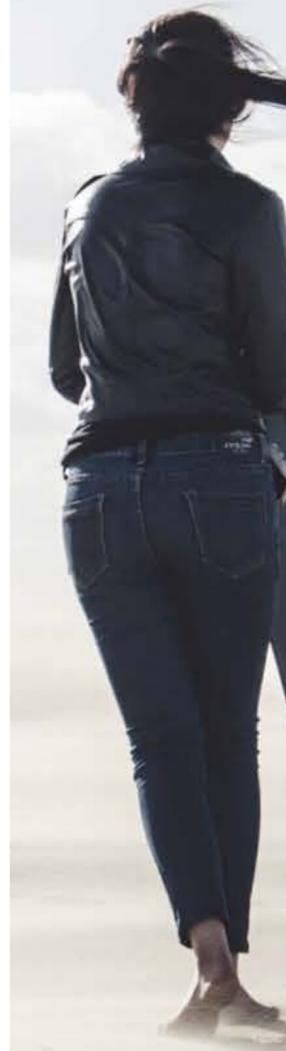
CREATING VALUE IN A POST-HYPERCONSUMPTION ERA

As CSR and transparency are gaining ground and new values linked to a quest for meaning are emerging, how can we reinvent consumerism?

At the beginning of 2020, a survey carried out by Kantar was published, confirming “the end of hyperconsumption”, a trend first spotted in 2018 – with a noticeable reduction in sales volumes among large retailers.

Simultaneously, the 2020 Cetelem Observatory emphasized the rise of a form of skepticism towards consumption among French and European citizens, with respectively 44% and 42% declaring they bought less than they did 3 years before. At European scale, 31% of respondents said they considered buying much less in the future.

Caught between feelings of “stufocation” and guilt and a growing awareness of the necessity to change our model, **how can we redefine our relation to consumerism?**



“We need to reintroduce delight into to buying process. Fast fashion has turned buying into a guilty pleasure, whereas people should not feel guilty or feel they need to apologize when they buy a product”, says Make My Lemonade founder Lisa Gachet.

How can brands embark ‘consumactors’ on a shared, value-creating and meaningful journey?

How can they **capitalize on action and invite customers to participate**, at a general level but also at on a daily basis to:

- o opt for more durable products and consumption models?
- o build stronger emotional involvement based on intentionality?
- o imagine usage-based, nature-inspired experiences?

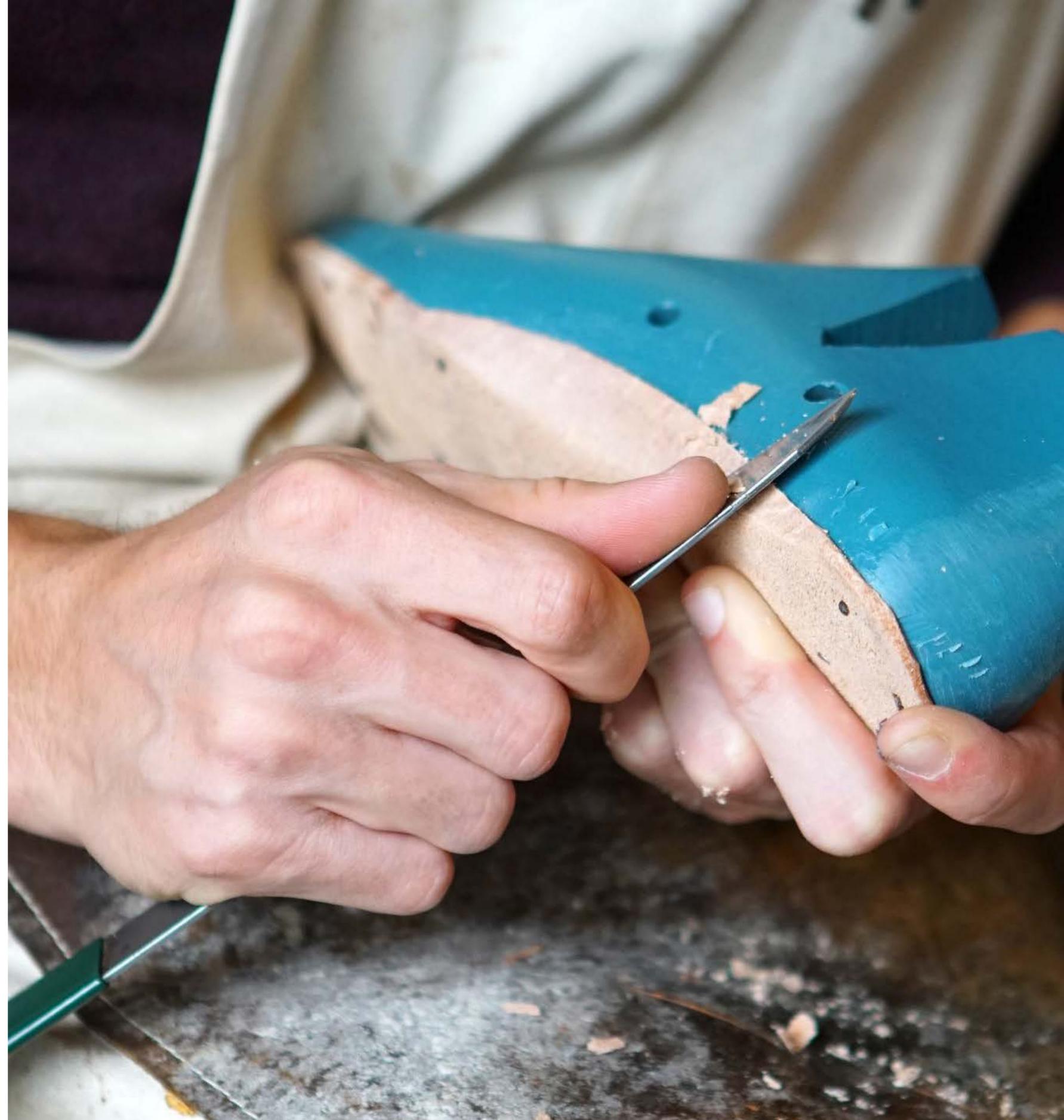
BUYING BETTER: A QUALITY REVOLUTION

Pascal Chabot, philosopher and author of
Traité des livres qualités (2019)

“We need to find new ways to connect quality and quantity. In a increasingly populated world, we need to design quality production processes. [...]

There are two types of qualities. The first one concerns the product itself – its specificities, its durability –, while the second one has to do with production lines, materials, whether the product requires exhaustible resources to be made and people’s working conditions. In that case, **quality takes on a relational, systemic dimension and reflects a whole ecosystem.**”

Source: France Culture, La Grande Table Idées, September 11 2019

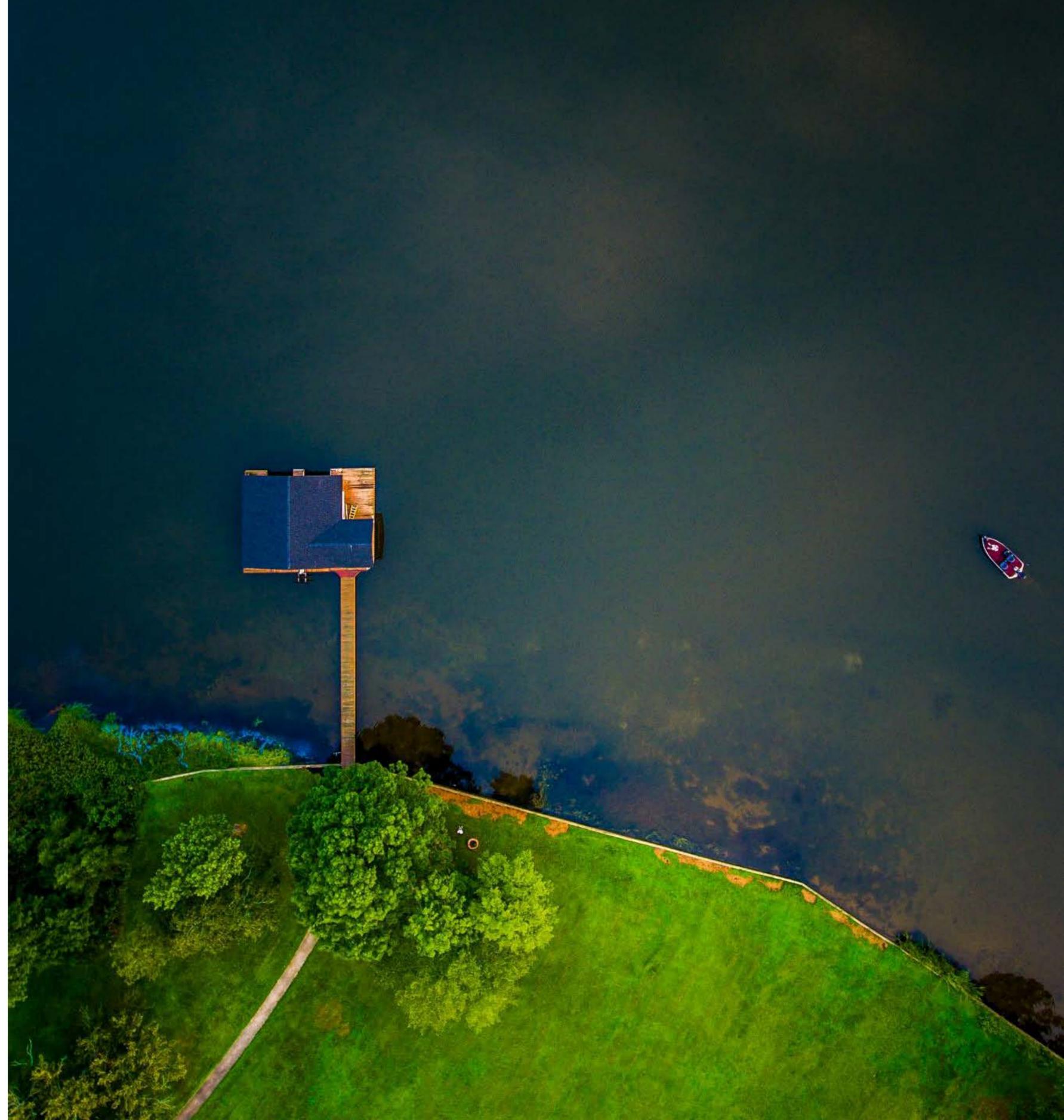


BUYING LESS: NEW ASPIRATIONS

Vincent Chabault, sociologist and author of *L'Éloge du magasin. Contre l'amazonisation* (2019)

“Materialistic values no longer fulfill people’s aspirations, at least not everyone’s aspirations. Companies will have to find new economic models to continue to make profits while addressing the demands of **consumers who want to buy less and better.**”

Source: Usbek & Rica, Annabelle Laurent, January 12th 2020



BUY DIFFERENTLY: AND... ACTION!

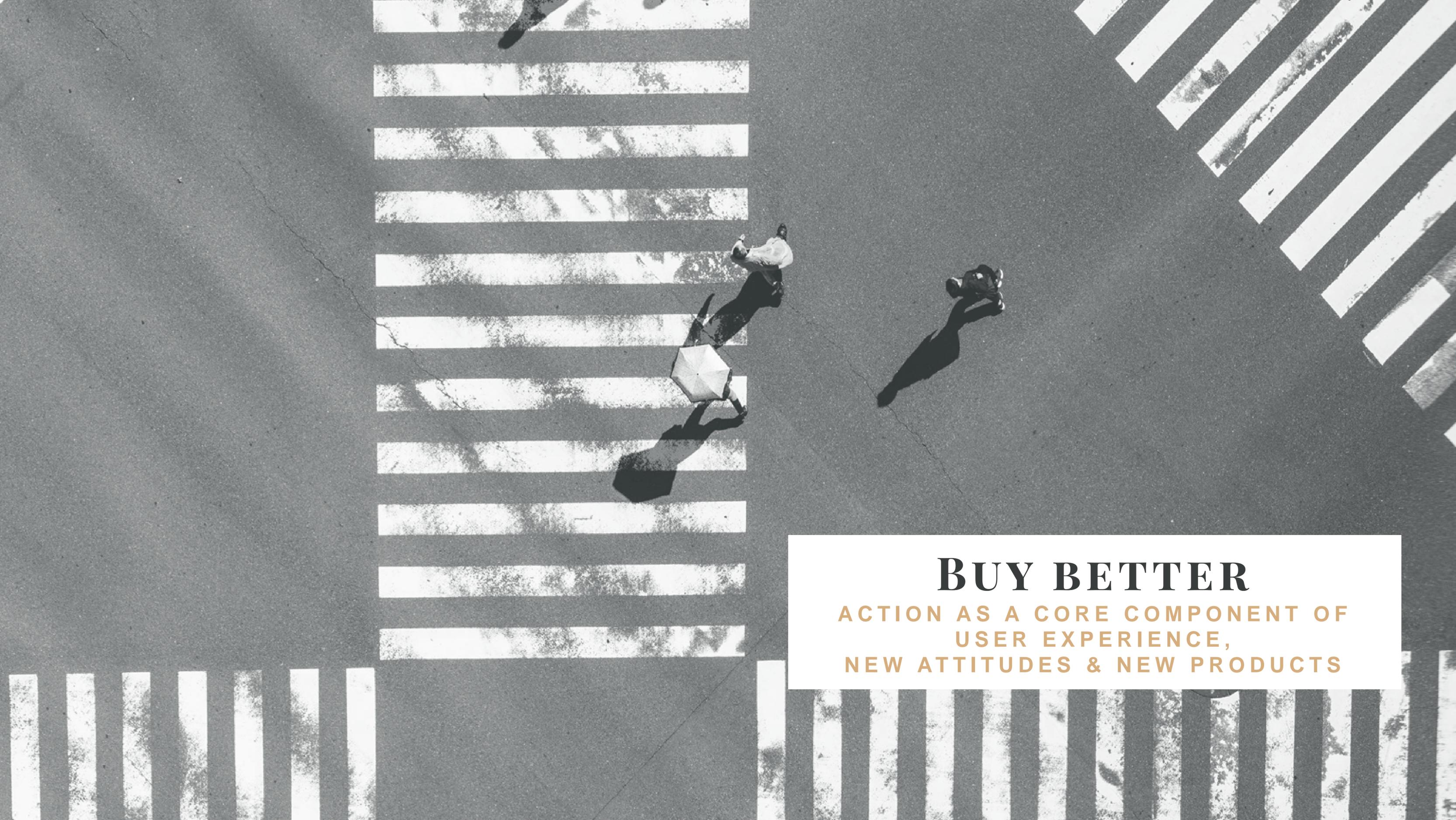
In September 2019, Patagonia opened its Action Works Café in London as a physical version of its online platform of the same name. Its objective: enabling individuals willing to change the world to connect and providing them the tools to take action.

“Empowering people” is the new motto, as exemplified by many brands willing to support and equip consumers who ready to act for a better world.

But that ‘can do’ spirit is also an interesting notion to explore on a more daily basis, as a component of a restored relation to consumerism.

Possible directions for the future: building on action to reintroduce desire and delight, rethinking uses and renewing aspirations, imagining experiences based on exchange and individual involvement, i.e. capitalizing on action and co-creation to buy less, better and not overconsume.





BUY BETTER

ACTION AS A CORE COMPONENT OF
USER EXPERIENCE,
NEW ATTITUDES & NEW PRODUCTS

BUY BETTER

Despite a few setbacks – the Black Friday 2019 edition broke sales records in France –, limiting the impact of consumerism on the planet has become a necessity companies and consumers can no longer ignore.

People are increasingly aware of the climate emergency and habits are starting to change. According to a 2019 GreenFlex/ADEME survey on responsible consumption, 67% of French respondents say they have changed their habits and 59% say they reuse and repair their objects.

While it imposes new obligations, the necessity to buy less and better is also a **great factor of creativity that encourages companies to develop products that are inherently more durable**. Brands also try and promote consumer habits more in line with the principles of **circular economy and ethical consumption** – which encompasses fair trade and buying patterns that are closer to consumers' actual needs.

With that in mind, brands innovate to develop products that are:

- o **more virtuous**, i.e. using fewer resources, repairable and recyclable
- o **more honest**, i.e. fairly priced – with a justified price tag
- o **made on-demand**, in the right quantity
- o **mobile**, i.e. products that circulate from one consumer to another through connections and exchanges facilitated by brands

With a recurring idea: **inviting people to more actively and more consciously take part in their consumption**. “Power to the people!”, as DIY cosmetics brand Green Barbès puts it.

Having one's objects restored, deciding how much a piece of clothing should be priced, designing and ordering it before it is made or selling one's clothing online –action goes beyond just voting with one's wallet, it includes a wide diversity of initiatives that place the consumer in a more active position.



THE OPT TO ACT PLAN

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Download the checklist

Read more about all 52 actions

1/VIRTUOUS PRODUCTS

In addition to efforts made at the production stage (recycling, limiting the quantity of materials and energy used), brands increasingly develop actions that allow people to buy more responsibly.

Promoting durability and circular economy goes hand-in-hand with the creation of **new habits** which not only contribute to the preservation of the environment but also **freshen up and enhance** customer experience.

The Restory x Harvey Nichols. Customers purchasing a pair of shoes or a handbag can also buy a “Revival package” that includes a variety of competitively priced services to address standard everyday-wear within the first 18 months of ownership.

Opt To Act. REI Co-op. The US outdoor clothing brand has launched a 52-week action plan that encourages everyone to be part of the change through simple, daily actions.

PRIMUM NON NOCERE (OR AS LITTLE AS POSSIBLE)

Yvon Chouinard, Patagonia founder

“Everything man does creates more harm than good. We have to accept that fact and not delude ourselves into thinking something is sustainable. Then you can try to achieve a situation where you’re causing the least amount of harm possible. That’s the spin we put on it. It’s a never-ending summit. You’re just climbing forever. You’ll never get to the top, but it’s the journey.”

Source: FastCompany, October 16th 2019

In its January 2020 edition, Vogue Italia used illustrations instead of photoshoots, which are associated with a very high financial and environmental cost. A way to celebrate handmade art and a nod to the origins of the magazine. The money saved was donated to the restoration of the Fondazione Querinni Stampalia in Venice, that was damaged in by flooding at the end of 2019.



NEW CUSTOMER EXPERIENCES

INTRODUCING NEW USES AND PROMOTING CIRCULAR ECONOMY



NEW FORMATS

Danone has tested a vending machine allowing customers to buy unpackaged yoghurt in a Paris Day by Day grocery store. The goal: testing a whole new way to buy yoghurt and assess the potential barriers. The team is also working on a reusable cardboard container.



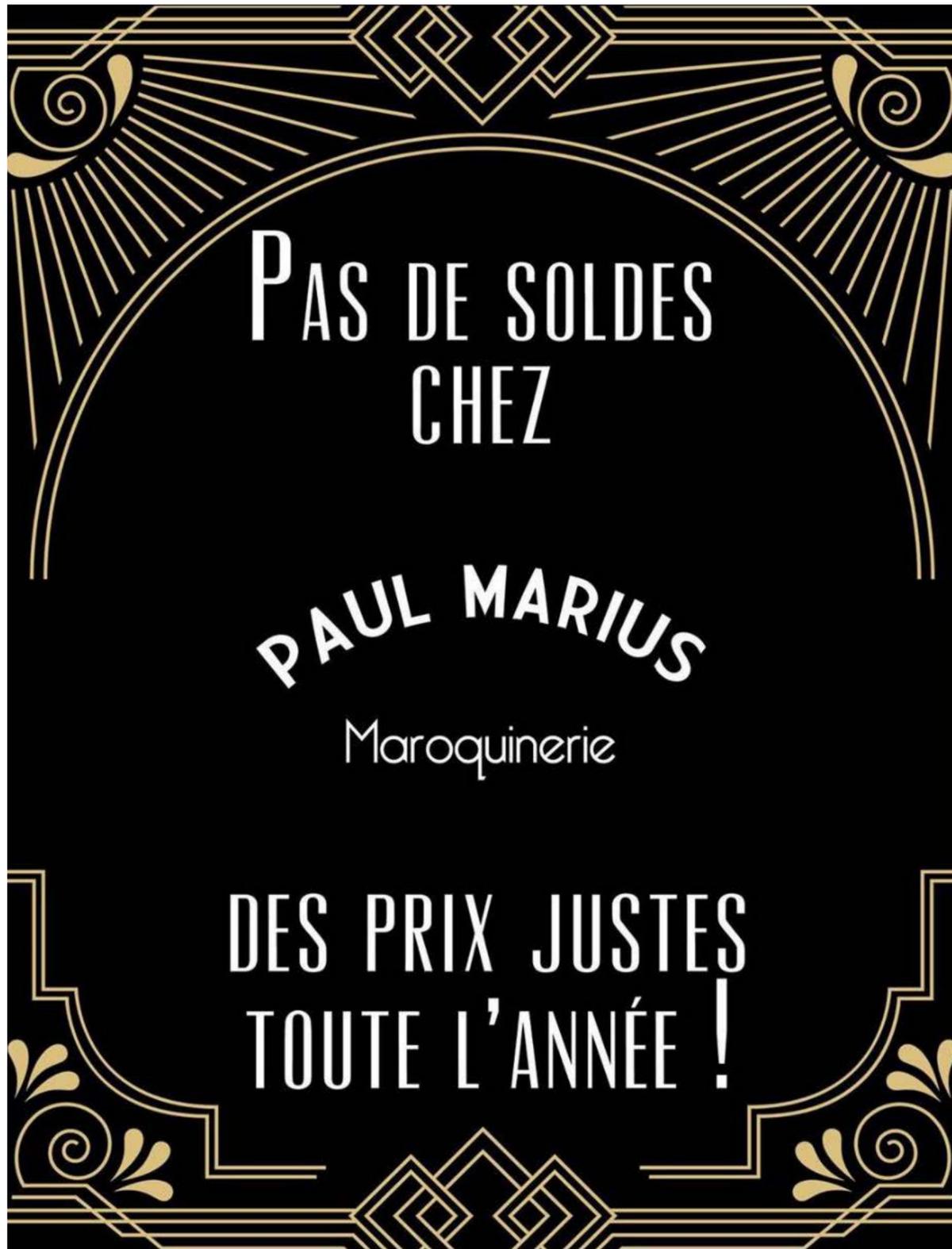
ACTIVATABLE FORMULAE

Waterless beauty brand Loli has developed masks that come as powder blends that need to be activated by adding water. This results in a smaller carbon footprint and in a more concentrated, preservative-free formula whose texture can be adjusted according to specific skin needs.



RETURNING WORN-OUT CLOTHING

French denim brand 1083 has developed a program enabling it to collect old denim items, which are then recycled and used in its Infini collection. People can send their old pair of jeans for free and get a 20€ voucher.



2/ HONEST PRODUCTS

Fair and transparent: these are principles at the core of a new brand-customer relationship, along with a quest for simplicity that benefits both individuals and the planet.

Fairly-priced quality products embody the approach of up-and-coming labels that position themselves as honest makers and increasingly reject traditional commercial techniques and practices.

Paul Marius. Since its creation, French leather goods brand has chosen to favor good value for money all year long over temporary price cuts.

The Ordinary (Deciem). When it launched, the brand turned the beauty industry upside down by stressing its simplicity and its ambition to “raise integrity in skincare” :“Commonplace technologies are referred to as groundbreaking and insensible pricing strategies confuse the audience, disguising commodity technologies as advanced.”

COMMUNITY-SUPPORTED BRANDS

Julia Faure et Guillaume Declair, Loom cofounders

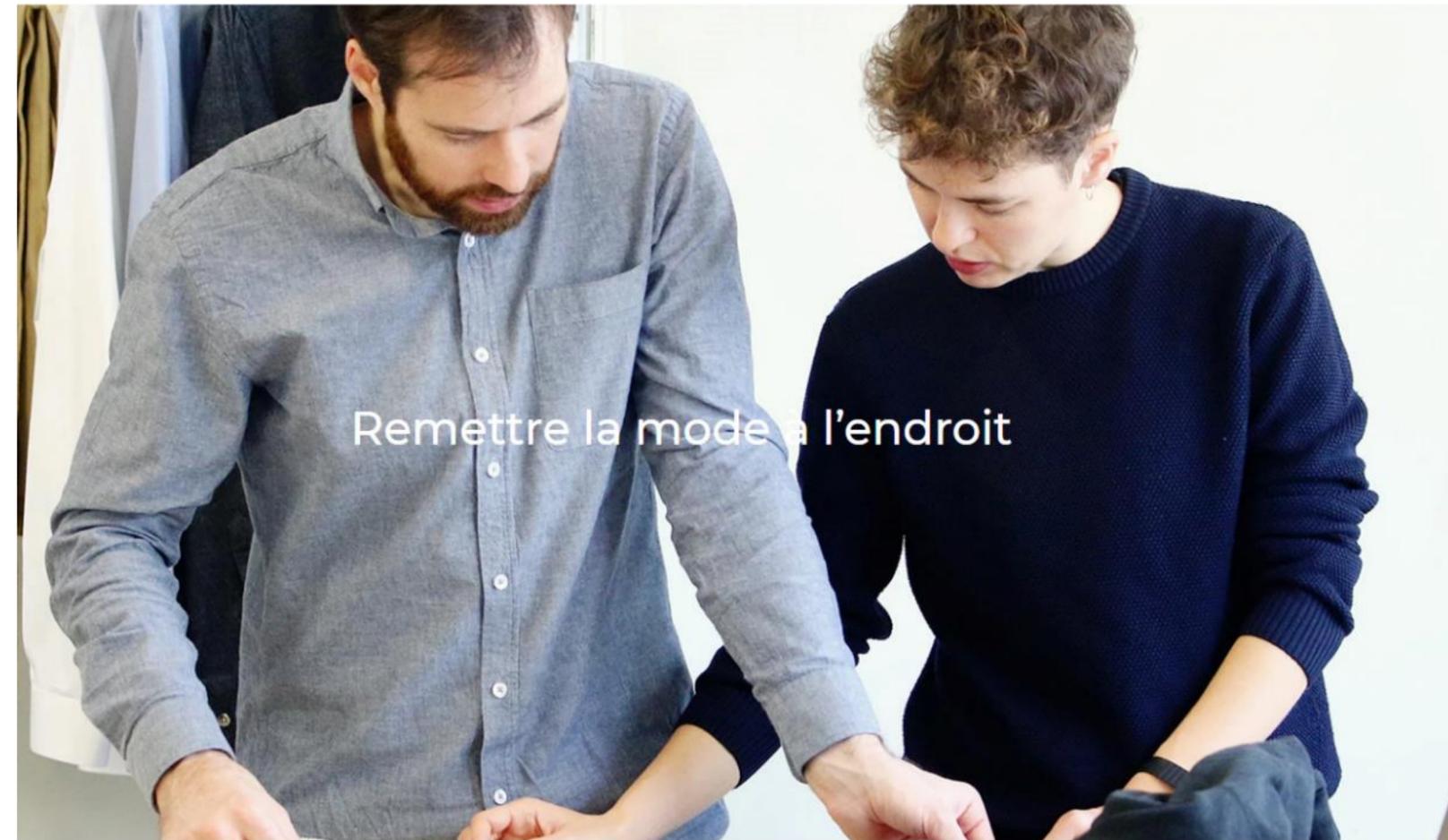
“When you rush to do things, you cannot do them as well. The real problem today is too many new companies think of themselves as startups. They raise capital and embark on a race for growth than comes with many more risks than potential gains.”

Source: La Mode à l'envers, le blog de Loom, March 14th 2019

In order to remain independent, Loom has invited its customers to become shareholders. The brand has collected a record-breaking 700K euros from its community in just 4 days.

Maison Standards. The Paris-based brand, which has a no-discount policy and sells fairly priced products all year around, has asked its community to set a price for a selection of items, which customers did “without undervaluing them.”

L O
O M



Remettre la mode à l'endroit

PAY WHAT
YOU WANT

MAISON STANDARDS

PARIS



VADE RETRO, BLACK FRIDAY

REFUSING DISCOUNTS TO PROMOTE NEW MODELS
ANTI-BLACK FRIDAY CAMPAIGNS



SLOW SHOPPING

Deciem opted for a whole month of discounts on all its products ahead of Black Friday and closed its stores for "a moment of nothingness". By refusing to capitalize on a sense of emergency leading to impulse buys, the group gives power back to its customers.



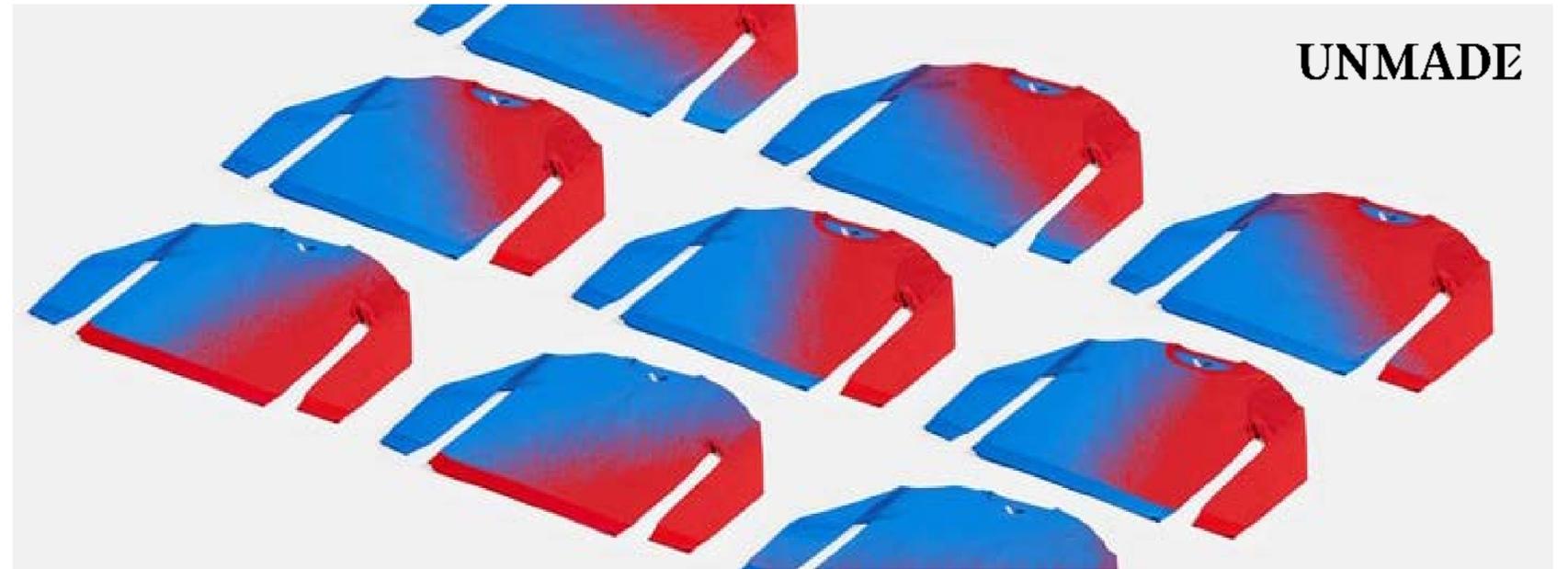
CREATIVE PUBLIC AWARENESS

For the second year in a row, French brand Naturalia has substituted Black Friday with its « Vrac Friday » campaign, inspired by a pun on the word « vrac », which both refers to loose products and to anything topsy-turvy.



PERSONAL COMMITMENT

British mobile phone network opened a Black Friday pop-up store containing 100 second-hand items, among which were 50 refurbished phones. The only condition to enter the store was to take a pledge and commit to choosing refurbished wherever possible.



3/ ON-DEMAND PRODUCTS

Changing the logic and making products on-demand, i.e. only those that are necessary and/or wanted by customers: a revolution that is gaining ground, particularly in the fashion industry.

A new dynamic and a new way to envision consumption that entails **an increased participation on the part of customers**, who decide, according to their needs and tastes, what should be produced, whereas they only used to select preexisting products.

Unilever. The group launched Idea Swipe, a Tinder-like app enabling customers to validate (or not) innovation projects before they go into the R&D development stage.

Unmade. London-based startup ambitions to revolutionize processes in the fashion industry by connecting demand directly to production, i.e. by “publishing” fashion items precisely matching sought-after styles and necessary quantities.

BESPOKE, ZERO-WASTE PROCESSES

GETTING CLOSER TO REAL-TIME NEEDS TO MOVE AWAY FROM OVERPRODUCTION



PRE-ORDERS

“We produce only what is necessary”, says Asphalte founder William Hauvette. The menswear brand is based on a preorder, co-creation model which lets customers participate in production choices via online questionnaires.



HOME-FORMULATED BEAUTY PRODUCTS

Perso by L'Oréal is a 3-in-1 device for personalized skincare and cosmetics that respond to users' specific needs and tastes – for instance choose a precise lipstick shade from an online picture.



OPTIMIZED DISTRIBUTION

In the UK, giant grocery retail platform Ocado relies on AI to maximize the availability and freshness of its products by offering discounts at the right moment to limit excessive stock and potential waste.



4/ CIRCULAR MODELS

Second-hand and C2C models are becoming more popular in most industries, including sectors like beauty and cosmetics.

Brands create marketplaces – Amazon's was launched in 2000 – and/or campaigns enabling their clients to resell their own products. Customers turn into entrepreneurs within a logic of circular economy.

Selling beauty products you never use: in the US, platforms like Glambot or Poshmark are increasingly successful and professionals expect a boom of the resale cosmetics market.

Depop, Gen Z's favourite resale platform, opened 2 permanent stores in the US and a pop-up store at Selfridges London – which has also partnered with Vestiaire Collective to promote recommerce.

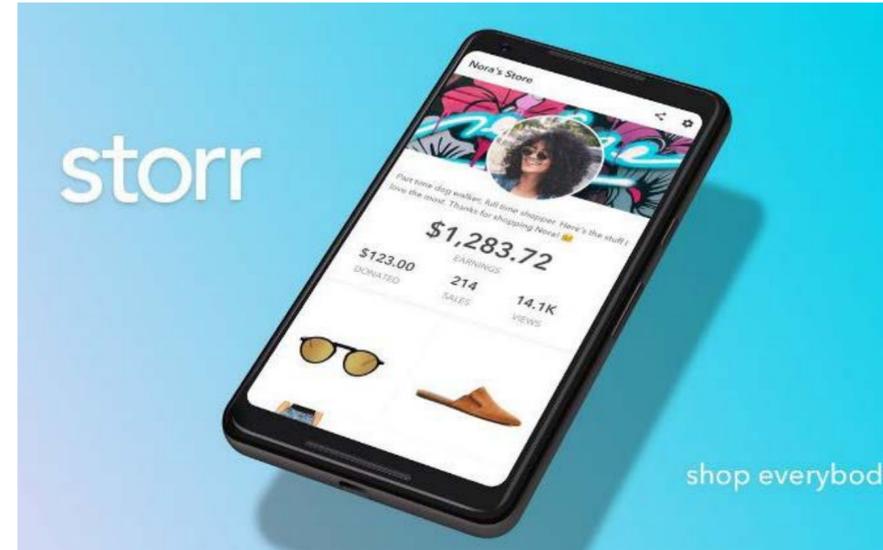
CUSTOMERS TURNED ENTREPRENEURS

FACILITATING CONTACT AND EXCHANGE WITHIN THE COMMUNITY



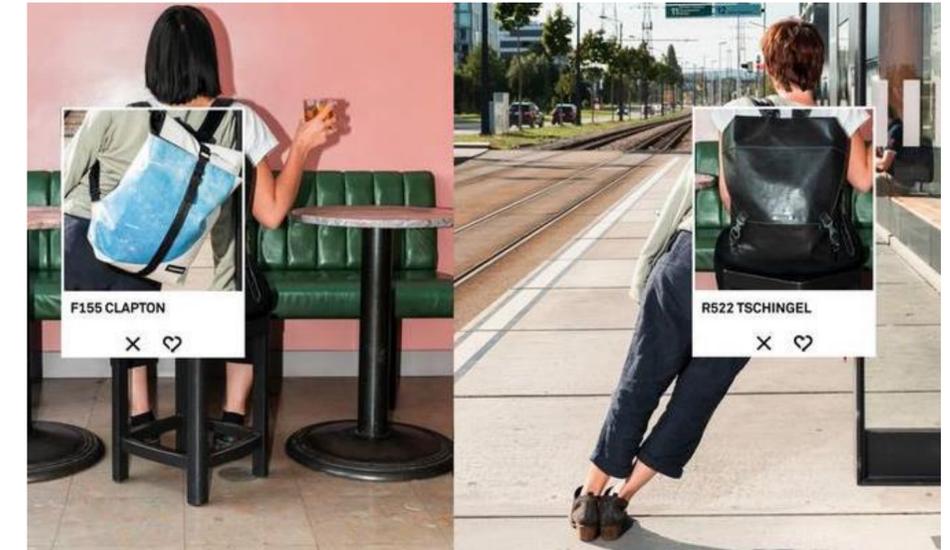
SECOND-HAND PROGRAMS

IDKids' IDTROC allows members of the group's loyalty program to sell and buy second-hand clothing and toys. The amount of sales is transferred onto a gift card that can be used across all brands of the group.



“DEMOCRATIZING RETAIL”

On peer-to-peer marketplace Storr, anyone can open their virtual store in a matter of minutes, sell items on behalf of brands and earn up to 30% on each sale, while brands handle inventory, shipping, and returns. The idea: enabling people to make money instead of retailers or Instagram.



TINDER-INSPIRED APPS

Freitag has launched a “SWAP” (“Shopping Without Any Payment”) campaign enabling customers to exchange their preloved bags in order to get their hands on something “new”. By positioning itself as a matchmaker, the brand both offers an alternative to traditional retail and strengthens its community.



BUY LESS

REBUILDING DESIRE BY PUTTING
INTENTIONALITY BACK AT THE CORE OF
CUSTOMER EXPERIENCE

BUY LESS

While the focus on quality – “buy better” – is progressing among a growing segment of customers, the necessity to buy less is also gaining attention.

And not just among radical proponents of degrowth : according to the 2019 GreenFlex-ADEME 2019 survey, 86% of French people would like to live in a society where consumption was not as central.

While some customers have to buy less for financial reasons, many see a clear connection between buying better and buying less – “buying better” meaning both intrinsically better, more virtuous products but also models based on a better relationship between customer and product.

We have started to realize **there are just too many things around us** – the Marie Kondo-ization of crammed closets is just a first step – and thinking before buying seems to be regaining ground.

Buy less but love more what you buy and own – a direction brands could explore to reinject strong emotional value into the link they



establish with their clientele.

How can they embolden customers to escape, at least temporarily, convenience culture and encourage **more intentional consumption models resulting in a deeper, more durable bond?**

How can they recreate meaningful moments and reintroduce value in an environment where anything is just one click away and where an endless feed of information, images and objects has come to define our relationship to the world?

How can they **infuse magic and exceptionality into everyday life** by eschewing the predictability generated by algorithms?

In other words, how can brands enrich customer experience and rebuild desire, i.e. recreate a distance between the customer and the product and make purchasing meaningful again?



1/ ESCAPING THE TYRANNY OF CONVENIENCE

“Convenience culture is killing you” read the headline of an article published in The Telegraph a few months ago, stressing the results of a study according to which a sedentary lifestyle kills more than smoking – 70 000 deaths a year linked to a lack of exercise.

In a world where schedules are increasingly crammed and people are expected to be productive 100% of the time, **why would you refuse to simplify your life?**

Having a meal from the neighborhood restaurant

delivered at home or at the office, free shipping and returns: the environmental and social costs of convenience culture are becoming more widely perceived.

At an individual level, that culture also has an impact. As easy, time-saving options are becoming the norm, **they restrict choices and supersede actual needs, desires, sometimes also hushing personal convictions.**

What if reintroducing (just a little bit of) effort was a way to create a deeper, more meaningful connection with customers based on active choice?

FRICITIONLESS DESIGN?

Tim Wu, legal scholar and political figure, known for coining the phrase “network neutrality”

“I do not want to deny that making things easier can serve us in important ways, giving us many choices (of restaurants, taxi services, open-source encyclopedias) where we used to have only a few or none. But being a person is only partly about having and exercising choices. It is also about how we face up to situations that are thrust upon us, about overcoming worthy challenges and finishing difficult tasks – the struggles that help make us who we are. What happens to human experience when so many obstacles and impediments and requirements and preparations have been removed?”

Source: “The tyranny of convenience”, New York Times, February 16th 2018

Convenience and frictionless design are central in interface creation. The Tarot Cards of Tech is a set of cards designed to “help creators more fully consider the impact of technology” and question increasingly fluid experiences in which intentionality is losing ground.

Aza Raskin
@aza

One of my lessons from infinite scroll: that optimizing something for ease-of-use does not mean best for the user or humanity.

[Traduire le Tweet](#)



EASINESS, INTUITIVENESS & THE BRAIN

Pierre Laurent, Waldorf School, California,
where screens are not accessible below 9th
grade

“Biologists consider human beings have 16 senses – five basic senses and eleven more that include balance and spatial representation skills. Children learn as they use these senses and that is how their brain can integrate new data. **With screens,** they can listen, see and scroll through images... But that’s about it, very few senses are used!

And interfaces are designed to be as intuitive as possible, not to encourage the brain to use all its capabilities.”

Source : Télérama 3635, September 10th 2019



INVESTMENT & EMOTIONAL VALUE

Bret Easton Ellis, *White*, 2019

"This cooling of excitement on all levels of the culture has to do with the disappearing notion of investment.

When you went to a bookstore or record store or movie theater or newsstand, you took the time to invest a greater amount of effort and attention in these various expeditions than you would by clicking a few buttons.

If everything's available without any effort or dramatic narrative whatsoever, who cares if you like it or you don't? [...]

There was a romance to that analog era, an ardency, an otherness that is missing in the post-Empire digital age where everything has ultimately come to feel disposable."

Fashion brand Sheep Inc. innovates by creating playful, symbolic engagement. Each sweater comes with an "adopted sheep" acting as an ongoing engagement piece that keeps the user involved with the story behind the product.



REBUILDING ENGAGEMENT

DEEPENING THE LINK WITH CUSTOMERS THROUGH ACTIVE PARTICIPATION



GAMIFIED DISTRIBUTION

Nike's SNKRS app has been updated with a "Shared Stash" option enabling customers to join their city team and unlock new sneakers. A campaign that strengthens both the bond with the brand and within local communities.



SINGLE LOCATION

Designed as a tribute to entrepreneur Brandon Truaxe, founder of the Deciem group who passed away at the end of 2018, London store Avestan only stocks one fragrance – created by Truaxe – and is the only place in the world where it is available, meaning customers really wishing to buy it have to go and visit the store.



REWARDING EXERCISE

Apple has collaborated with several gyms on a program called Apple Watch Connected that rewards people who regularly work out with gift cards and discounted membership fees.



2/ STOPPING THE FLOW

“Real”, analog life is constantly importing codes from the digital and, as it mimics the endless feed of social media, turning into a 24/7 continuum where services, information and objects are always available.

Whether it is binge watching on Netflix or taking a look at the collections introduced by fast fashion brand every week, the supply is both infinite and divided from time.

How could availability be reframed to generate desire and value?

Apple TV+ and Disney+ plan to adopt weekly release strategies very close to traditional TV to fight binge watching and encourage viewers to savor their programs – while securing their subscribers for longer. Steven Spielberg’s After Dark series will only be visible after sunset.

Scroll Free September. Launched by the Royal Society for Public Health, the campaign aims at encouraging people to take a break from social media, stop scrolling mindlessly and take back control of their time.

ENDLESS FEEDS

Aza Raskin, inventor of the infinite scroll, is now working on a counter-feature that would slow down the feed as you scroll down

“I made it possible to access more and more content, without even having to look for it. At the time, I thought it was a great idea. But today I am sorry I did it.

It is as if you gave someone a self-refilling soup bowl. What happens? That person will become obese. I unwittingly played a part in that disaster.”

Source: Télérama, 27/11/18

US engineer Dan Kurtz's Binky app does nothing, except answering our craving to scroll through social media through a feed made of random images and key words
<https://www.youtube.com/watch?v=qFzsZX8Eu60>



ACTIVELY CREATED TIME OFF

Ashley Merrill, CEO of luxury sleepwear company Lunya

“There’s no longer a natural shutoff point. Our cellphones follow us everywhere. Everything is at our fingertips, and you could be communicating with people from work all the time. It’s created a whole shift and conversation about balance that we never had to have before. You have to actively create moments, days for yourself to unwind because the hustle never stops.”

Source: Digiday.com, “The Rise of self-care Sunday”, January 17th 2020

Skincare brand Haeckels installed a Victorian bathing machine on Margate beach designed “to bring everyone together, force everyone to sit close and discuss, no phones, no social media, just a seat in a sauna and a sprint to the cold water”.



REINTRODUCING TEMPORALITY

ESCAPING THE FLOW BY TAKING CONTROL OF TIME



SUMMER BREAK

With its Nammos (Greece) pop-up store opened from May to October 2019, Burberry proved its ability to follow its customers and remain relevant throughout the year.



SEASONAL PRODUCTS

Danone's new yoghurt brand, Danone aux Fruits d'Ici, uses locally sourced-ingredients. Flavors vary according to the different seasons and availability of fruit.



WEEKLY STORE OPENING

When it launched, French mother-and-daughter, made-to-order fashion brand Maison Cléo only opened its online store every Wednesday at 6.30pm to take preorders – items were all produced from deadstock fabrics in limited series.

DROP CULTURE

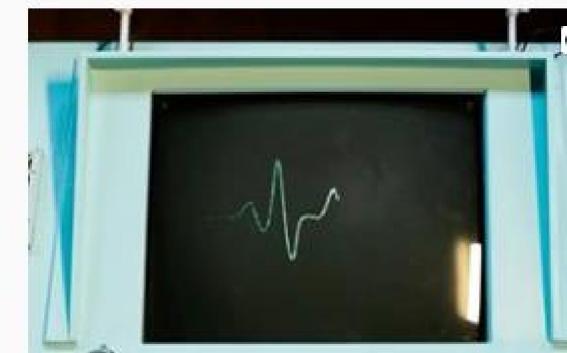
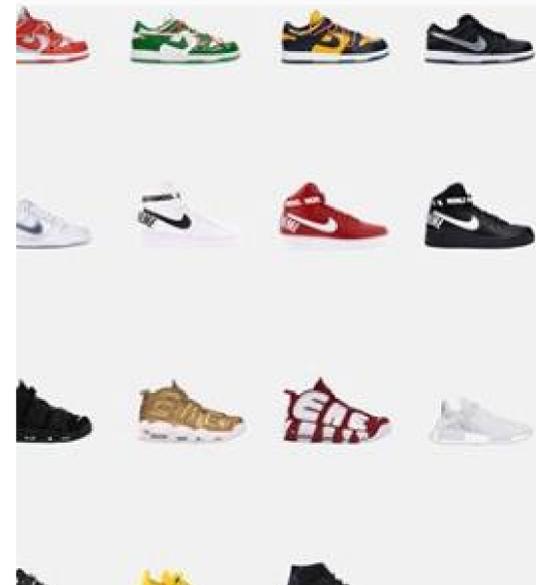
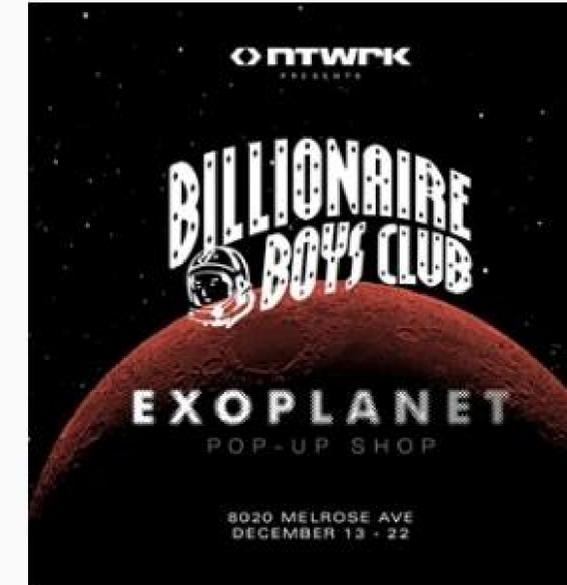
Aaron Levant, NTWRK founder.

NTWRK is a concept that combines ecommerce and TV and establishes a regular bond with brand fans

“There’s too much calling on consumers in terms of marketing and so on. It’s becoming a burden for people. I like the John Oliver show because it’s on once a week. I’ll look forward to it. Both these [drop] formats play to the same mentality.”

Source: Forbes, Katie Baron, “ Digging Into Drop Culture: Evolving A Roaring Retail Ritual”, October 29th 2018

TV-meets-e-commerce concept NTWRK allows people to discover and buy live products presented by sports and pop culture celebrities



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UP
SOCIAL**



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community[™]

3/ TAMING THE ALGORITHM

Another consequence of considering convenience, automation and personalization as desirable is the permanent use of algorithms.

This ubiquity has led to a **fragmented environment made of cognitive bubbles** that make it difficult for people to confront their ideas, tastes and references with people with different backgrounds, culture and viewpoints.

Beyond political and ethical aspects, algorithms also tend to **harm the dialogue between customers and brands**, the latter being compelled to pay and frantically publish content to remain visible.

Lush UK. In April 2019, the cosmetics brand decided to quit social media, explaining it was “tired of fighting with algorithms” and was ready to go back to more authentic, direct ways (stores, email, phone) to connect with its customer base.

Community. Artists and celebrities use the platform to reach their fans directly by text messaging – either in one-to-one or group conversations, based on demographic or geographic criteria – and escape social media algorithms.

SOCIAL MEDIA BUBBLES

Colin Horgan, writer, producer and political editor

“Convenience is allowing the “if, then” logic of an algorithm to shape the music you hear, the books you read, the information you see, the news you read, the things you watch, and the people you interact with.”

Source: OneZero Medium, « The Tyranny of Convenience, Welcome to the future we chose but that nobody seems to want », April 29th 2019

In 2018, Vice.com launched the www.likewhatyoubleep.com platform to encourage readers to fool Facebook’s algorithm and have a more balanced feed

VICE

#likewhat
youhate

CONNECT

WHY?

PRIVACY POLICY

OPENING NEW HORIZONS

CELEBRATING CHANCE AND SERENDIPITY, SUGGESTING ALTERNATIVES, PROMOTING CURIOSITY



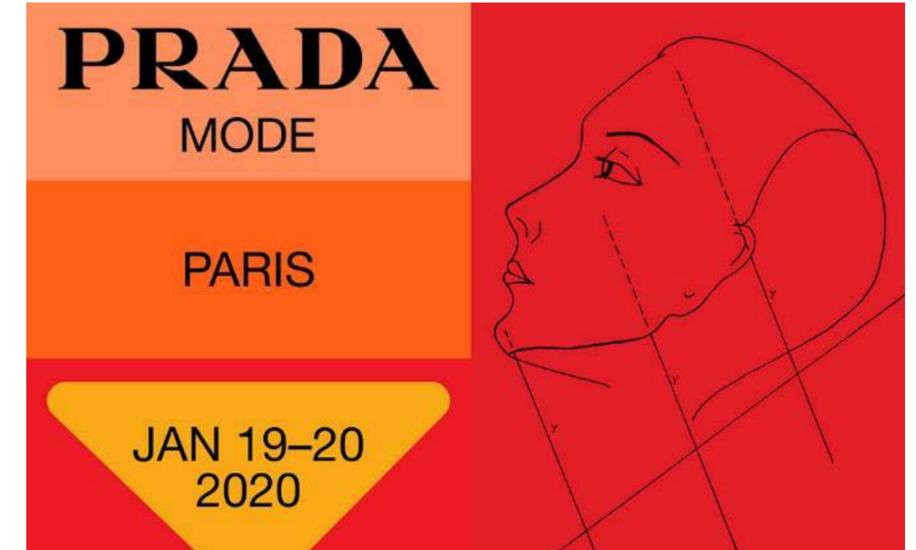
SUBSCRIPTION-BASED DISCOVERIES

Readers subscribing to Cahier Central receive a new independent magazine every month. A way to inject surprise and discover new viewpoints through a selection of alternative publications that are different from traditional media.



IN-STORE SERENDIPITY

Chinese cosmetics brand Harmay capitalizes on chance in its Hong Kong store. Rather than being displayed on shelves, products are stored in drawers. Customers are encouraged to explore every nook and cranny and discover new products at their own pace.



CULTURAL EVENTS

Prada Mode travelling social club with a focus on contemporary culture that provides members a unique cultural experience along with music, dining, and conversations. By doing that, the brand positions itself as a cultural curator and invites its customer base to discover new universes and enrich its knowledge.



BUY DIFFERENTLY

IMAGINING NEW MODELS, BASED ON VALUE
COCREATION

BUY DIFFERENTLY

Is the feeling of “stuffocation” linked to the overabundance of objects spreading and **generating new consumption models**? Models that would be based on **usage rather than possession**, models that would **embark the customer on the co-creation of a more meaningful experience**.

At the end of 2019, as part of the Dutch Design Week, “The Object is Absent” exhibition was a **“less materialistic” design exhibition for an overcrowded world** built on the designers' bodies through movement and the senses rather than the objects they create. The idea: presenting an “ever-moving exhibition to be experienced and performed as a manifesto for less materialistic design” and questioning a social model mainly centered on the production and consumption of objects.

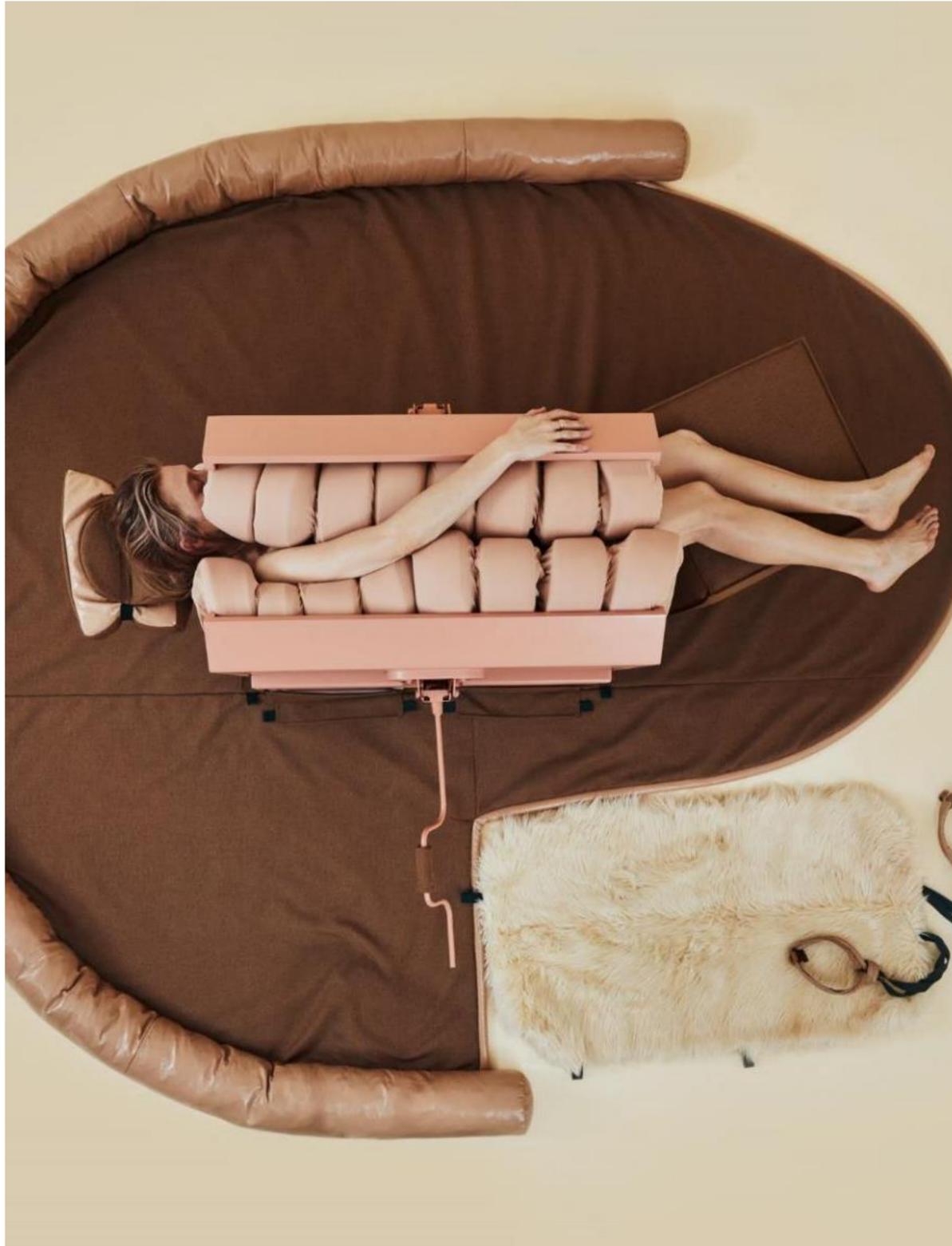
Many customers today are looking for more simplicity. The beauty industry is a good example, as multipurpose products made with few ingredients find their way into streamlined daily routines and techniques like face yoga or deep breathing eliminate the need for

products altogether and make the most of the human body’s capabilities.

Traditional owning models are still here, of course, but new consumption habits are also emerging. In addition to their regular products and services, brands try **and create experiences that appeal to customers’ senses and help them reconnect them with their physical self** – a respite from too much time spent on screens and to the lack of sensations they are associated with.

They also find innovative ways to foster customer involvement and create more meaningful experiences, from the co-creation of spaces and objects to the invitation to imagine new ways to do things and buy.

Another notable shift is the development of usage-based design strategies that result in **objects that appear when needed** – and not solely via rental models –, **adjust to immediate needs and remain relevant**.



1/A QUEST FOR SENSATIONS

In an environment largely dominated by screens, going back to physical sensations, feeling one's body move is becoming increasingly essential.

Brands can address that need by imagining products and experiences which give pride of place to the senses and build a new kind of relationship with customers by inviting them to (re)connect with themselves and (re)discover their body and mind.

American Artist Lucy McRae's "Compression Carpet" is a hugging machine designed as an antidote to the "touch crisis" and to the anxiety generated by the ever-growing influence of technology on our lives.

Inspired by gastrophysics – the new science of food and its pleasures –, the Beyond Taste crockery collection created by design student Teresa Berger combines sound, smoke and textures that deliver "sonic seasoning" and enhance food perception.

CELEBRATING HUMAN CAPABILITIES

Alain Damasio

“Transhumanity has been handed to us as a man-machine coupling. But Man has all the necessary capabilities to lead a rich, complete, substantial, intense life. Man can create, invent, remember, have physical and sensual sensations.

As human beings, we are endowed with a number of extraordinary powers. Being alive is a magnificent gift. We need to get rid of the idea that human beings are lacking anything. We do not lack anything but we need to try and reach our full potential, to truly inhabit and use our capabilities.”

Source: Boomerang, France Inter, May 13th 2019



« FAIRE CORPS »

Exhibition, la Gaîté Lyrique, 2020
Adrien M & Claire B

“Complex and interconnected, the contemporary world of media is leading us to reconsider how we occupy this tangible yet immaterial space with which we are fusing (“faire corps”, in French) through a mechanism of continual osmosis and intimate symbiosis.”

Interaction designer and researcher Marc Tessier has developed Skin On, an artificial realistic skin that allows the user to interact with its mobile phone by pinching, twisting or caressing it. A new way to explore man-machine relationships through tactility.



SENSORY MARKETING

USING THE SENSES TO BUILD MORE IMMEDIATE AND INSTINCTIVE RELATIONSHIPS



EXTREME ADVENTURE

The Toronto Canada Goose store has no inventory. Instead, it provides visitors with a multisensory experience – daily snowstorm included –, after which they can order their items with the help of shop assistants and have them delivered at home the next day.



GRAPHIC TRANSLATION

NYC brand design agency Vault49 created a logo and visual identity for media brand So Satisfying inspired by ASMR, which drove the brand's success. The identity captures and prolongs the experience achieved through watching satisfying content.



VIRTUAL TOUCH

The “Refinity” technology developed by Alibaba is based on hand-tracking, mid-air haptics, and an auto-stereoscopic 3D display creates a multisensory experience by allowing customers to select and “touch” virtual products.



AIRBNB ET LE FONDS NATIONAL DES BAHAMAS PRÉSENTENT

Bahamas Sabbatical

Une occasion unique de contribuer
à la préservation d'un archipel

[Postuler maintenant](#)



2/PEOPLE WHO DO THINGS

Open innovation and co-creation, which became popular in the 2000s, have become key for brands.

Whether customers customize their sneakers or play an active part in decision-making processes – as is the case with French brand C'est qui le patron, for instance – consumption goes beyond merely buying a product.

Brands should capitalize on this shift to **invite their customers to participate and create meaningful experiences**, in which doing matters more than having and acting more than owning.

The holidays just aren't what they used to be! AirBnB's Bahamas Sabbatical is a sequel to its Antarctic version launched at the beginning of 2020. Both expeditions were designed to provide customers a unique experience while acting to protect the planet.

“Whispering Boxes” was an exhibition held by the Grassi Museum of Ethnology in Leipzig inviting visitors to listen to fragments of stories told by the objects hidden inside the crates and by forming their own opinions – rather than looking at them and reading descriptions.

CO-CREATED EXPERIENCES

ENABLING CUSTOMERS TO PLAY AN ACTIVE ROLE – A WIDE RANGE OF POSSIBILITIES



IMMERSIVE RETAIL

Self-proclaimed « Most Interesting Store in the World » House of Showfields in NYC combines immersive theater and retail and invites visitors to live an unforgettable experience by trying/smelling/feeling/tasting the products and works of art.



CUSTOMIZATION

In its Zurich “Sweat-Yourself-Shop”, Freitag has installed a micro-factory that enables visitors to create their own version of its iconic F718 BUH bag.



INTERACTIVE CONTENT

After a successful first edition in the US, Tinder announced an international “Swipe Night” based on the principles of interactive adventure books – every choice getting added to the player’s profile and influencing future conversations and potential matches.

THE COOP MODEL

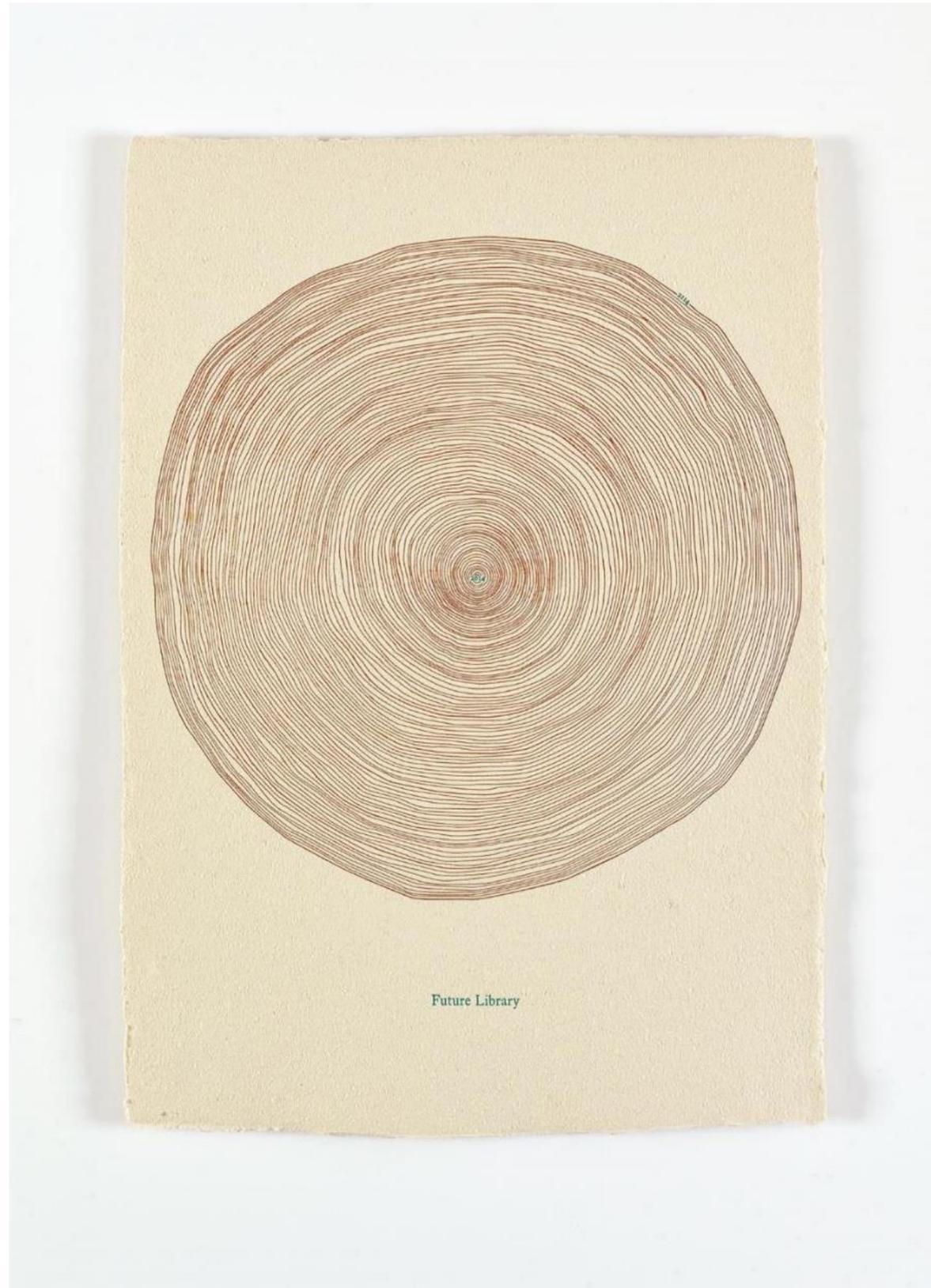
Taking back control and getting involved – a longer-run perspective

Since La Louve – which is directly inspired by the Park Slope food coop – opened in Paris at the end of 2017, more than 30 similar structures have opened in France: Super Cafoutch in Marseille, Super Coop in Bordeaux, Demain in Lyon, Les 400 Coop and Les Grains de Sel à Paris...

How it works: members of the coop work 3 hours a month and can buy quality products at reduced prices.

Mainly present in the food industry – both production and retail –, the coop model is also adopted in other sectors. Belgian Neibo, for instance, is the first mobile phone coop “created by and for citizens”.





3/ LIVING OBJECTS & PLACES

Injecting the magic of life into objects that can appear and/or rearrange depending on circumstances – a stimulating challenge posed by an increasingly usage-centered world.

Companies develop products and services based on **principles of economy and adaptability** and come up with items that remain relevant over time by adjusting to the changing needs of the customers they are designed for.

“Future Library is a living, breathing, organic artwork” started by artist Katie Paterson’s in 2014 and designed to unfold over 100 years. Every year, an author is invited to create a text that will only be revealed in 2114.

In Tokyo, DDAA architects have designed living offices for the Mistletoe company based on the principle of a permanent Beta version.

“PERMA-ECONOMICS” & LIVING COMPANIES

Emmanuel Delannoy, entrepreneur et
inventor of “perma-economics”, a notion
which imports the principles of
permaculture into economics

“The core feature of living things is they are remarkably protean, adaptable and versatile. Living objects literally spend their life rearranging and rebuilding themselves. By doing so, they keep expanding the range of possibilities. Life is plentiful, it knows no boundaries and favors diversity.

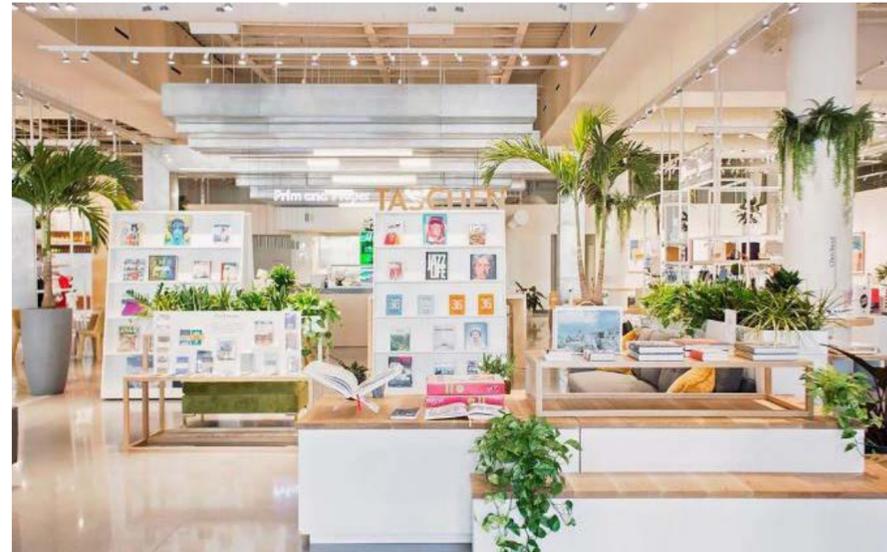
Adaptability, versatility, diversity are principles that could inspire corporate strategy. All we have to do is accept the idea that we need to go against the standardized processes that have been held up as models until today.”

Source: La permaéconomie, cette tendance heureuse qui fera 2020, l'ADN, January 8th 2020



PRODUCTS & SPACES DESIGNED AS LIVING ORGANISMS

FLEXIBLE, FUTUREPROOF DESIGNS



ADAPTABLE RETAIL

In the US, Neighborhood Goods positions itself as a department store of a new kind that enables visitors to discover new brands, most of which are DNVB, through a variety of formats, product displays and campaigns.



BIOMIMICRY

"We didn't want to create a car, we wanted to create something like a living organism," explained chief design officer Gordon Wagener about Mercedes' latest concept car. Taking inspiration from the "Avatar" movie, it was designed to constantly adjust to its environment and to its driver.



OPEN SOURCE DESIGN

"Future-endorsed" appliances by young company Kippit can be repaired and come with all the information and drawings the user needs to alter their design and add functionalities. The first product to be released is multifunctional kettle Jaren.

MATERIALIZE!

Ross Bailey, startup Appear Here founder.
Appear Here aka “the AirBnB of retail” is based on a flexible leasing model that lets big and small companies reach their audience through ephemeral spaces

“Appear Here's mission is to create a world where anyone, anywhere can find space to make their idea happen.

We want to make it as simple as booking a hotel room. Before, if you wanted to rent a shop, it would take you on average three-to-six months. You'd be expected to commit to that space for a minimum of five years and have the rent upfront, which could be several million. Appear Here makes those same spaces available to book simply online, for whatever duration you need.”

Source: suitcasemag.com, August 15th 2019



IN THE RIGHT PLACE AT THE RIGHT TIME

PRODUCTS AND SERVICES MATCHING IMMEDIATE NEEDS



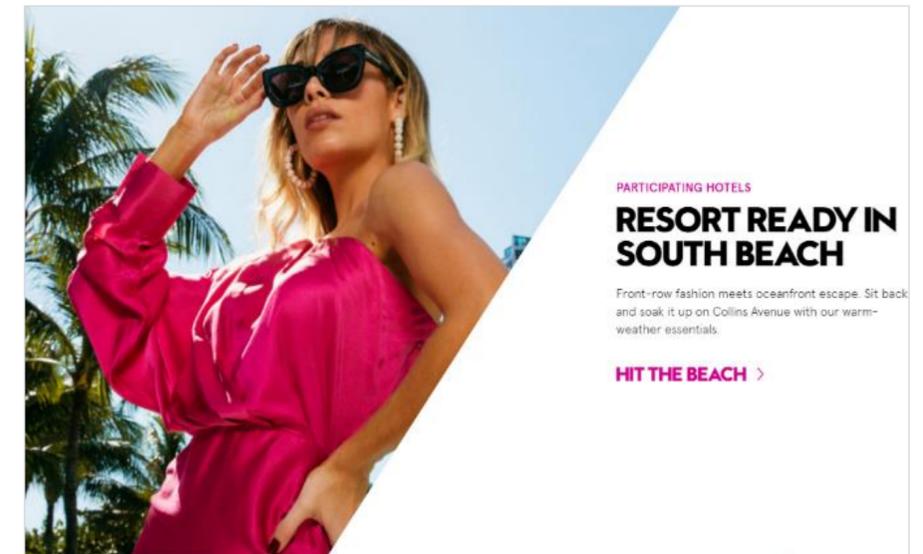
MODULAR WARDROBE

Universal Standard, which had already created Fit Liberty a program allowing customers to have their items replaced for free in case they changed sizes, has launched a similar service for pregnant women.



“MESPOKE” PRODUCTS

UK studio Seymourpowell has designed Identité, an AI-based subscription service that automatically sends the user a package of what he/she will need for the week ahead, taking into account his/her needs, specificities and planned activities.



AUGMENTED CONCIERGE

Rent The Runway has partnered with W Hotels (Marriott) to give guests access to a curated selection of fashion items they can wear during their stay and leave in the room when they check out – no packing, no luggage required.

KEY TAKEAWAYS

New consumption models are emerging and encouraging customers to play a more active part by:

- o adopting new habits, which entail extra effort but also create new experiences (having your favorite objects repaired, swapping items, etc.)

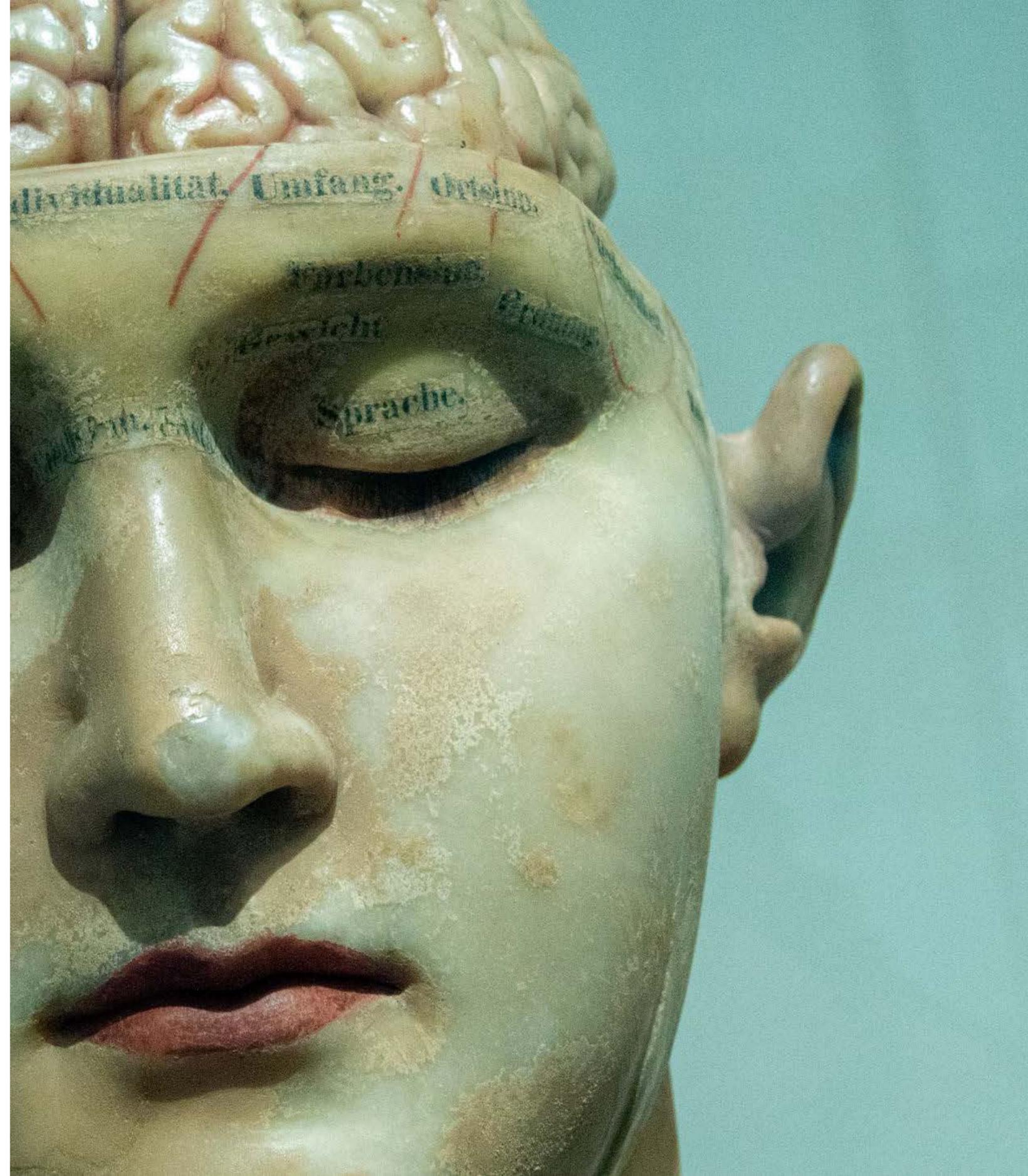
BUYING BETTER

- o developing a more mindful, more meaningful and more emotional relationship with the objects they buy

BUYING LESS

- o encouraging a usage-based consumption logic and rethinking their model: creating experiences whose relevance is created both by customer involvement (co-creation) and by products and services that accurately respond to his/her needs

BUYING DIFFERENTLY



(RE)ACT CREATE VALUE

3 YOUNG COMPANIES EXEMPLIFYING THESE NEW MODELS



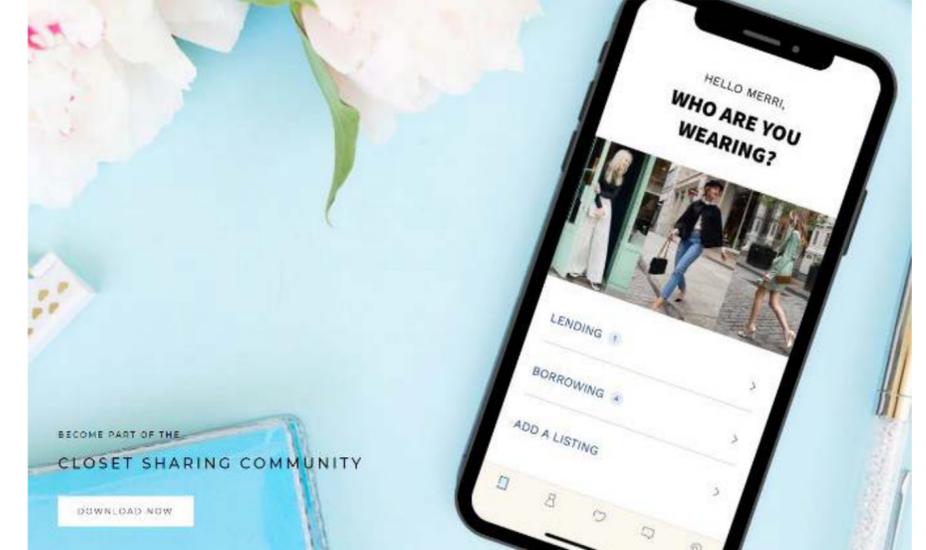
BUY BETTER

Tilli provides at-home clothes alteration, repair and upcycling services to customers, giving a second life to worn-out garments – and to those bought by mistake.



BUY LESS

Baba au Run is like Deliveroo except 1/delivery is on foot, 2/ customers choose the fee they are willing to pay, 3/the company collects unsold goods from Parisian bakeries and distributes them to homeless people. A model that both heightens enjoyment through (slightly) longer waiting time and, with its anti-waste philosophy, gives value to every single item.



BUY DIFFERENTLY

“We no longer live in a world where it's acceptable to wear something once.” Tulerie has created a platform that allows its members to borrow clothes from one person and lend their items to another after they validate their membership through an interview with the Tulerie staff.

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Cécile Maury - March 2020

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