OMNI-BEAUTY

THE RETAIL RESET - EXTRACTS

AGENDA

INTRODUCTION

1 **/ ALL IN A SNAP**
THE NEW RHYTHMS & REFLEXES

2 ***// AMPLIFY EVERYTHING EVERYWHERE***
THE NEW SYNERGIES OF SPACES

3 ***/// COACH ME IF YOU CAN***
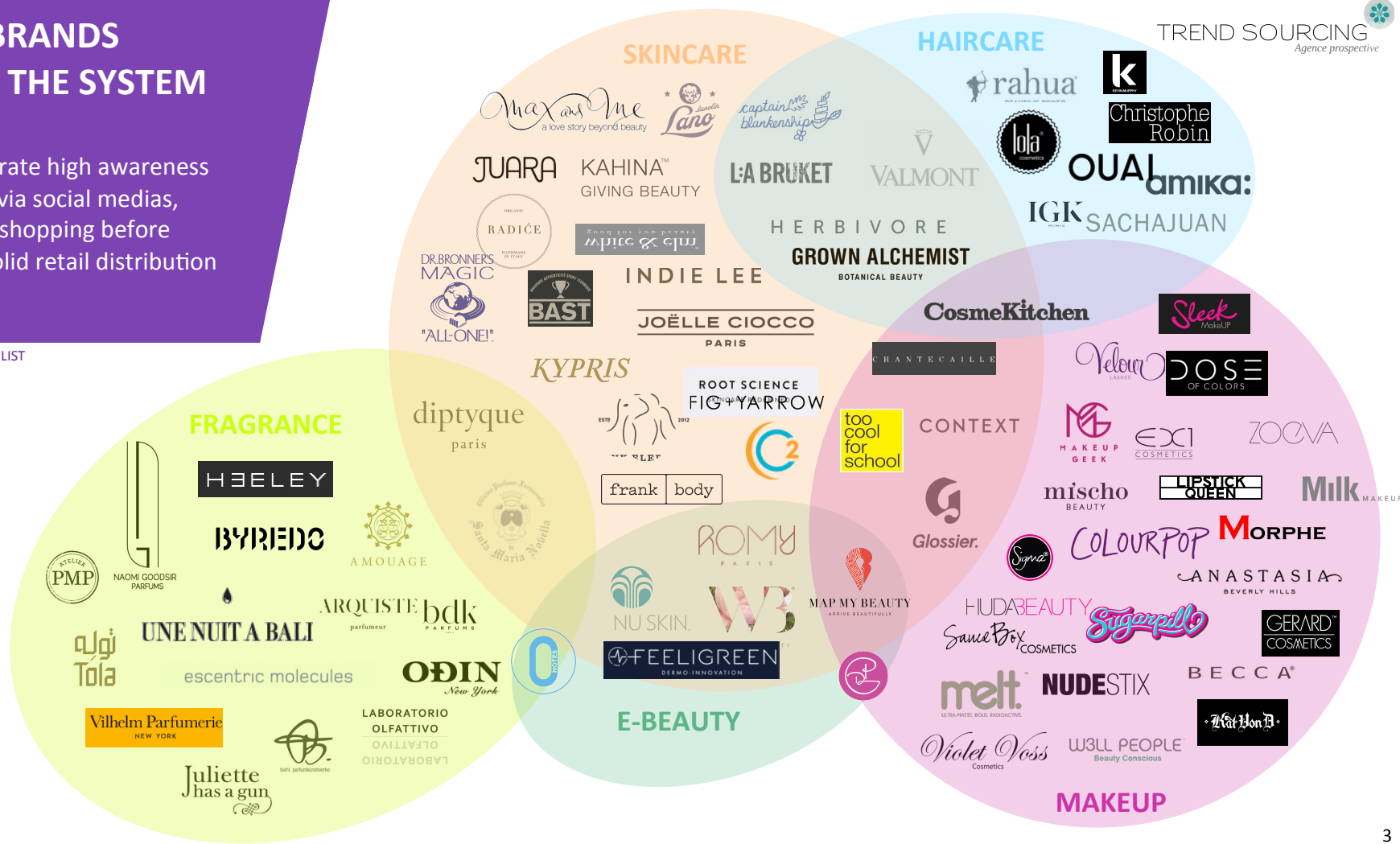THE SERVICE & RELATIONSHIP ELDORADOS

4 ***//// EXTRA-TAIL***
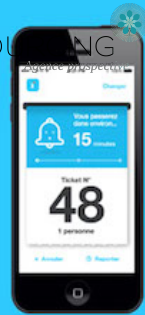THE EXTRAORDINARY EXPERIENCES

CONCLUSION

INDIE BRANDS HIJACK THE SYSTEM

They generate high awareness and craze via social medias, offering e-shopping before building solid retail distribution

NON-EXHAUSTIVE LIST

TREND SOURCING
Agence prospective

SKINCARE

HAIRCARE

max and me — a love story beyond beauty
Lano lanolin
captain blankenship
k kevin.murphy
Christophe Robin
JUARA
KAHINA™ GIVING BEAUTY
L:A BRUKET
VALMONT
V
lola cosmetics
OUAI
amika:
ORGANIC RADICE HANDMADE IN ITALY
rub for body
IGK
SACHAJUAN
DR.BRONNER'S MAGIC "ALL-ONE!"
HERBIVORE
GROWN ALCHEMIST BOTANICAL BEAUTY
BAST
INDIE LEE
CosmeKitchen
Sleek MakeUP
KYPRIS
JOËLLE CIOCCO PARIS
CHANTECAILLE
Velour LASHES
DOSE OF COLORS
diptyque paris
ROOT SCIENCE
FIG+YARROW
CONTEXT
MG MAKEUP GEEK
EX1 COSMETICS
ZOEVA
FRAGRANCE
C2
too cool for school
mischo BEAUTY
LIPSTICK QUEEN
Milk MAKEUP
HEELEY
Officina Profumo Farmaceutica Santa Maria Novella
frank | body
Glossier.
Sigma
COLOURPOP
MORPHE
BYREDO
AMOUAGE
ROMY PARIS
MAP MY BEAUTY ARRIVE BEAUTIFULLY
ANASTASIA BEVERLY HILLS
ATELIER PMP
NAOMI GOODSIR PARFUMS
ARQUISTE parfumeur
bdk PARFUMS
NU SKIN.
WB
HUDABEAUTY
Sance Box COSMETICS
Sugarpill
GERARD COSMETICS
UNE NUIT A BALI
escentric molecules
ODIN New York
FEELIGREEN DERMO-INNOVATION
melt. ULTRA-MATTE. BOLD. RADIOACTIVE.
NUDESTIX
BECCA®
Tola
SEPHORA
E-BEAUTY
Kat Von D
Vilhelm Parfumerie NEW YORK
LABORATORIO OLFATTIVO
biehl. parfumkunstwerke
Violet Voss Cosmetics
W3LL PEOPLE Beauty Conscious
Juliette has a gun
MAKEUP

3

INSTANT IN-STORE

Wasting time in or out the store is out

•More than 1 in 5 customers would not complete purchase because of the length of the queue (1)

•38% of the French would put in place an
in-store system to call an available sales consultant (2)

In-store experience will be released from physical contingencies

Design 24/7 experience places

APP TO HACK THE QUEUE

Carrefour tests 3 solution apps (FR-2016)
•LineBerty or Minut'Pass to schedule the checkout (in-store or before visiting)
•Jefile: insertion into a virtual queue and notification 5 min. before checkout

lineberty
L'APPLI QUI FAIT LA QUEUE À VOTRE PLACE

MOBILE ORDER & PAY

**Starbucks
(test in NYC 2014, expansion in 2016)**
•No time, no line:
download / order + pay / pickup
•Dedicated gesture: Shake to Pay (3)

NO TIME? NO LINE.

ORDER & PAY AHEAD
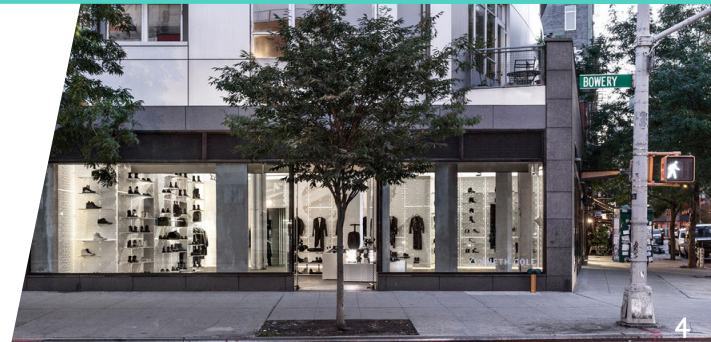on the Starbucks® app for iPhone®
AND PICK UP IN-STORE.

IRL SHOPPING
DEPENDING ON MY SCHEDULE

Opening store at demand H24
by Kenneth Cole (NYC-2016)
With a simple phone call, the store is open on-demand in 2 or 3 hours

BREAKING FRONTIERS: AMPLIFY LUXURY PLAYGROUND

"*We can keep luxury codes and become more accessible.*
Is being where they are unexpected
a new playground for luxury brands?"
F. Rosenthal, expert in commerce marketing

**Disrupt your presence,
through social networks
and physical places!**

ALTERNATIVE PLACE & SERVICE PATHWAY

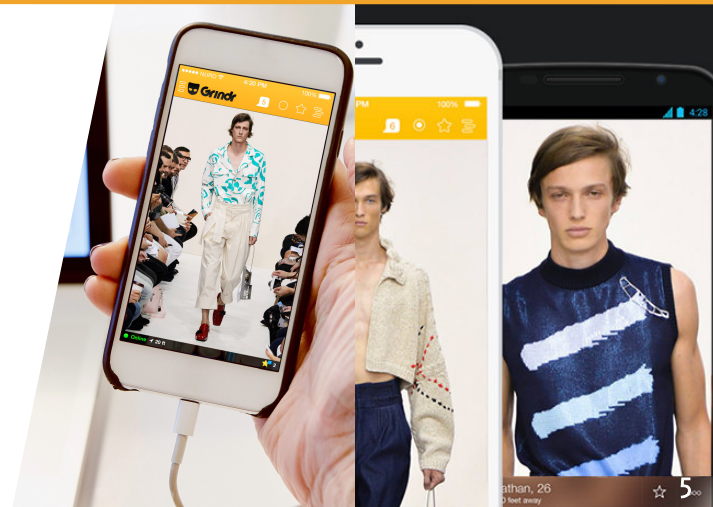Workshop of perfume and beauty services, by Dior at Parly 2 (FR-2016)
A without doors micro-shop in mall : full access to "exclusive experiences", services and special attentions

WEIRDO ZONES

J.W. Anderson (2016)
Live streaming of the FW menswear show only on Grindr (gay sex dating app)

HYBRID RETAIL,
NEW ESSENTIAL

**Agile store strategies
for busy slashers**

•1/3 of French consumers frequent indifferently pharmacies and perfumeries (1)

Crossing concepts, formats, techs… to leverage synergies

Design "liquid concepts" to fit with your customer expectations

MODULAR AS
A NEW STANDARD

Mandarine, by Franprix
20 possible store combinations based on surface area and customer typology
•Adaptation to seasons: winter soup bar turns into a distributor of gaspacho/granite

HYBRIDIZATION
OF EXPERTIZES

Sephora pharmacies
Unique concept in development: 2 on-site pharmacists and free skin diagnosis

TRUCK TO COMPLETE STORE:
PROMOTION OF LOCAL
PRIVATE LABEL

The first producer-merchant food truck, by Intermarché (Paris-2016)
Offering dishes made from products of retailer private labels
•Facing Intermarché Express shops

I.A., DISRUPTION FOR COACHING

Bots invasion: A.I. personal assistants

•All sectors: Uber, Tacobell, banking…

•On all platforms: Facebook, Line, Slack, Kik, WhatsApp…

Omni-services: for everything you need, there's a bot

Conversation commerce is rising

• Facebook Messenger now allows payments in its 30 000 chat bots

SCHEDULE MANAGER

X.Ai (2016)
Personal assistant who schedules meetings for you if included in copy

Re: A New Project

Andrew Ingram <andrew@x.ai>
to Jeri
2 minutes ago

Hi Jeri,

Happy to get something on Jessica's calendar.

How about **Friday, Jan 8 at 12:00 PM EST**? Jessica is also available on Wednesday, Jan 13 at 12:00 PM EST or Thursday, Jan 14 at 12:00 PM.

Where would you like to get lunch?

Andrew

PEOPLE TO PEOPLE CONNECTOR

Sensay (2016)
Connecting people who ask for a service or help with those who can provide it through its own database (1)

I need to talk to someone who's climbed Machu Picchu.
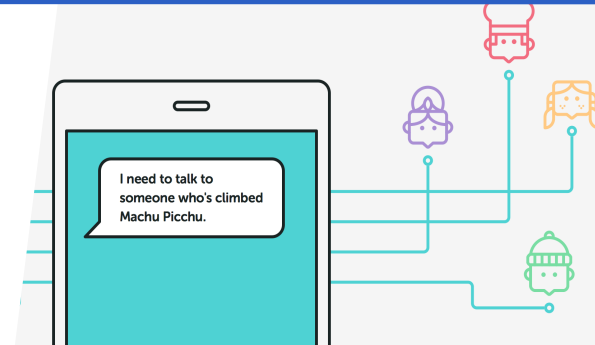
BEAUTY BOTS: AUTOMATIC ADVISORS

Sephora x Kik bot (US-2016)
One to One conversations on KIK messaging app: tips, products push and sales via robots
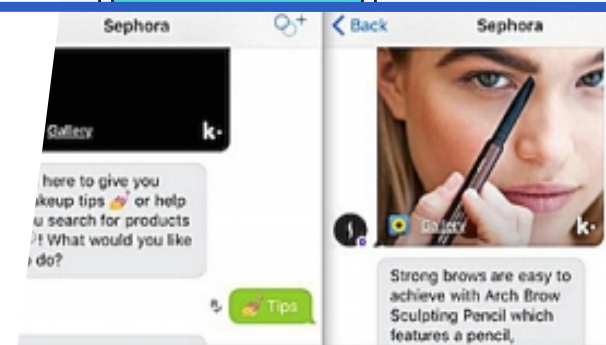
GET BEYOND THE GATES

Inside Abbey Road,
by Google Creative Lab

•An Interactive e-walk: Google has opened the doors to the mythic Abbey Road Studio (Beatles, etc.)

•More than 60 multimedia activities:
exploration with audio comments of Giles Martin (1), playing and mixing music… (2)

Video:
https://www.youtube.com/watch?v=YGztmJrf748

**Offering limitless experiences
by making accessible
the greatest moments**