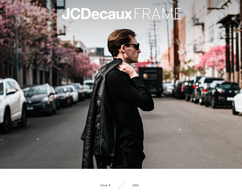


Issue 4 | 2021

RETURN TO THE RUNWAY

History shows us that after periods of extremes (pandemic, recession etc.), **personal style is a way to signal the dawning of a new age**, and our desire to redefine ourselves in 'the new different' is a strong catalyst driving us to shop and celebrate all things fashion once more. When it comes to building desirability, JCDecaux provides powerful solutions to connect consumers with brands. The very brands that will help define us in 2021 and beyond, are taking centre stage across the JCDecaux network, **let's take a look.**

CELINE TAKES ON THE EVERYDAY RUNWAY

Acknowledging that working from home has changed many people's sense of style, and amidst shifting perceptions as to what modern luxury means, Celine has drawn inspiration from the year that was by taking a laid back approach to French luxury with lavalier caps, denim and loafers.

To align with their brand positioning and launch their summer 2020/21 collection, Celine has partnered with JCDecaux to deploy premium smartframe and Spectacular networks in both Sydney and Melbourne. These premium locations are in proximity to key store locations, driving purchase intention through the creation of desire as the luxury goods category gets back on its feet.

> "Maybe they will not buy your brand on day one, but they will not forget if you do something for them now. If there's no memory, there's no loyalty."
>
> Daniel Langer, Équité Insights

Source: Forbes

WEARING LIPSTICK IS GOING TO BE DIFFERENT IN 2021

The theory goes that during a crisis, people will seek comfort in the form of a little bit of indulgence, in place of handbags and holidays.

However, this crisis was different. With staying in becoming the new night out and masks camping our style, consumers turned to skincare and away from make-up.

In 2020, lipstick sales plummeted and our demand for skincare and DIY treatments soared by

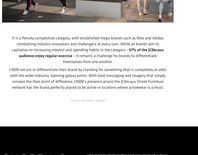
+112%

Source: Anne Beauty 2020

To get the once coveted product back into consumers' make-up bag, M.A.C turned to JCDecaux for the launch of their new lipstick innovation, 'Powderkiss'. JCDecaux Transit and Street Furniture delivered scale and impact in high-end, chic, inner-city and urban areas. The combination of broadcast awareness in proximity to M.A.C's top retail stores, Myer and Myer, had this campaign sealed with a kiss.

ACTIVEWEAR BUT MAKE IT FASHION

A quick pell-around the office suggested that over the last year, most of us spent more time in our activewear than out of them. The category proved to be pandemic proof with Technavio maintaining its projection that the industry is poised to grow by $707bn during 2020-2024.



It is a fiercely competitive category, with established mega brands such as Nike and Adidas contributing industry innovators and challengers at every turn. While all brands aim to capitalise on increasing interest and spending habits in the category – **57% of the JCDecaux audience enjoy regular exercise** – it remains a challenge for brands to differentiate themselves in a crowded marketplace.

LNDR set out to differentiate their brand by standing for something that is completely at odds with the wider industry. Running globe-trotting, 90th hotel messaging and imagery that simply conveys the their point of difference, LNDR's presence across the JCDecaux Street Furniture network has the brand perfectly placed to be active in locations where activewear is a must.

Source: Technavio, Statista

SHOPPING FOR FASHION? BYRON IS THE NEW BALI

Like most Australians this past year, many of us have been heading to Byron – and spending a leg – to – leg of a pegnegar's bub.

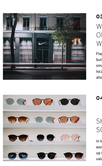
The long weekend set out of the COVID vaccine, coupled with commitments from our state premiers to keep borders open, and new levels of flexibility across the workforce, have led to more Australians getting back on the runway.

61%

of Australians are planning on booking a holiday between January and June 2021

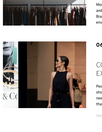
Qantas is encouraging would-be travellers to choose the spirit of Australia with their latest JCDecaux Digital campaign, showcasing the breathtaking beauty of our national wilderness as they seek to explore their own backyard.

Source: KPMG



FASHION'S BIG RESET

With consumer sentiment up and the Australian economy bouncing back, companies and people are returning to work and spending. But in a recent industry report, Boston Consulting Group stated that fashion won't and shouldn't return to what it was. The behaviours, preferences, and shifts in mindset that people have adopted during the pandemic will lead to permanent changes and have major implications for fashion brands:



01
CONSUMERS WILL SHOP LESS AND BE CHOOSIER WHEN THEY DO

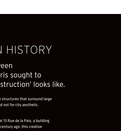
Although overall spending has declined, interest has increased in casualwear, activewear, home categories, and beauty products. Conversely, there are other categories as handbags and ferry, where instead of conspicuous consumption, think inconspicuous spending.

02
CHANNEL SHIFTS WILL ACCELERATE

Sales through digital and social media especially mobile, have accelerated, with digital channels in key markets accounting for a larger portion of total sales. To grab customers' attention, brands will need to strengthen their online and real world presence through community building and delivering superior experiences.

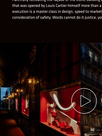
03
WITH MORE PEOPLE SHOPPING ONLINE, RETAIL STORES' ROLE WILL CHANGE

Flagship locations will remain for brand image purposes, but the majority of physical locations are likely to be smaller, self-merchandise that's customised for the location, and be set up to fulfil online orders. Some may also serve as hubs for community activities.



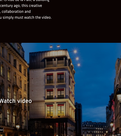
04
SHIFTING PREFERENCES WILL SQUEEZE MIDRANGE BRANDS

In keeping with past economic contractions, more consumers worldwide will either trade down to lower price goods or trade up to premium brands they may perceive as providing more value than they did previously.



05
DEMAND WILL ACCELERATE FOR SUSTAINABILITY AND PURPOSEFUL BRANDS

More than ever, consumers will favour brands with a purpose, and sustainability will become a minimum requirement. Brands must ensure that they operate in ways that are environmentally and socially responsible.



06
CONSUMERS WILL EXPECT MORE

People will seek convenience, including an intuitive shopping experience and efficient service. Retailers will need to provide shoppers with messaging and offers that are more timely, relevant, and tailored.

Source: WEF

MAKING FASHION HISTORY

A recent collaboration between JCDecaux and Cartier in Paris sought to re-imagine what 'under construction' looks like.

Traditionally thought of as tiresome and unsightly, the structures that surround large scale construction sites are 100% required for safety, and not to be ignored.

Until now.

Fastidiously recreating the façade of the iconic building at 13 Rue de la Paix, a building that was opened by Louis Cartier himself more than a century ago, this creative execution is a master class in design, speed to market, collaboration and consideration of safety. Words cannot do it justice, you simply must watch the video.

If you have feedback or suggestions for future editions, please contact us at jcdecaux.com
© 2021 JCDecaux SNC