



LVMH

LIGHTING IN LUXURY SHOPS

Research proposal

March 2020



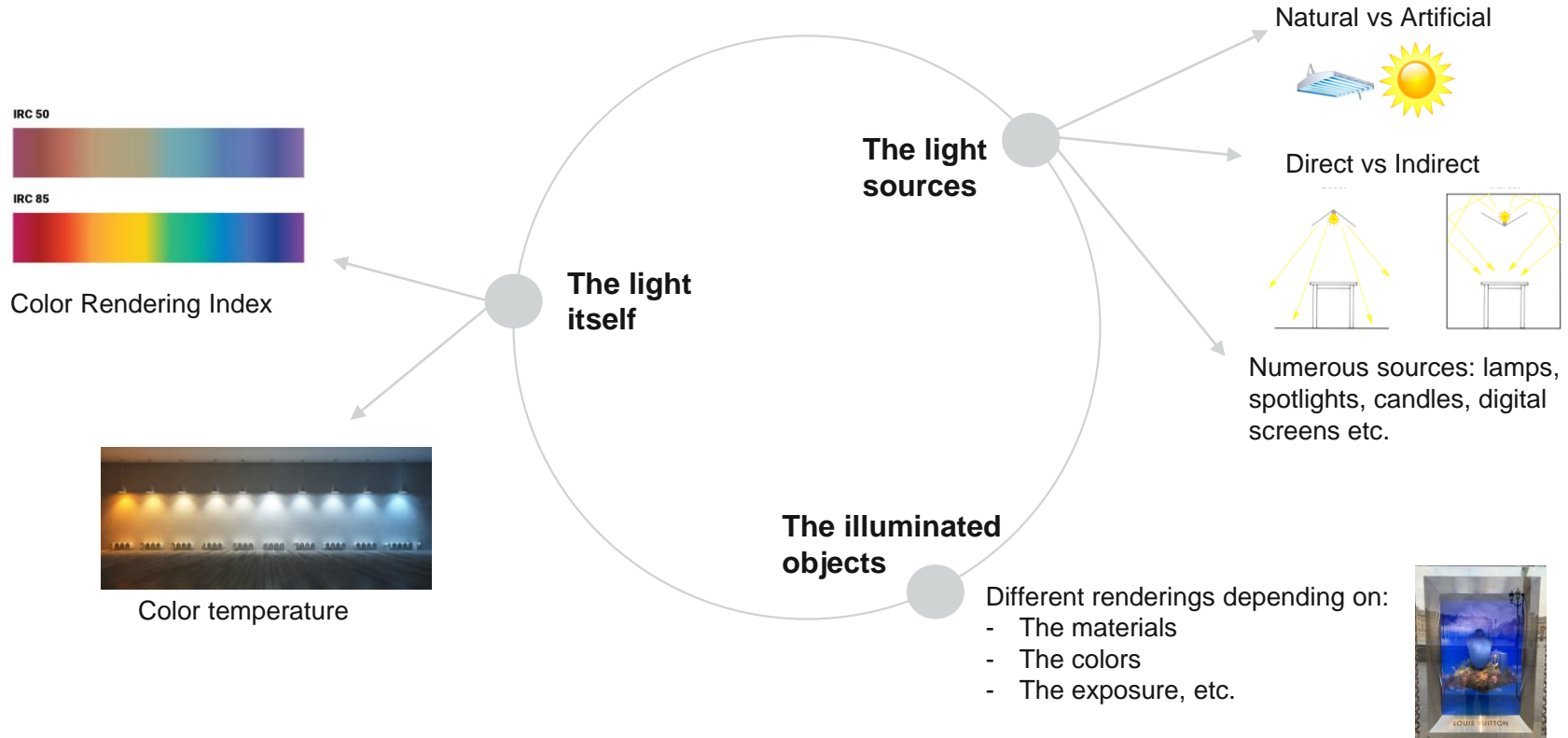
CONTEXT



QUALIQUANTI

A COMPLEX OBJECT THAT REQUIRES A HOLISTIC APPROACH

With at least 3 elements to consider: the light itself, the light sources, the illuminated objects

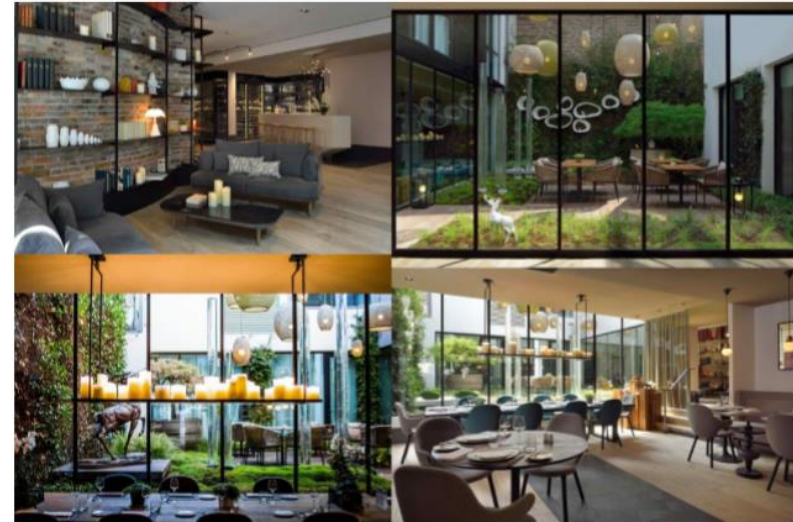


LIGHTS ARE KEY TO CREATE ATMOSPHERE

Light is a prerequisite for the act of seeing, but also a visible element, natural or artificial, which can be tailored to shape spaces and create atmospheres



Original Hotel by Stella Cadente (Paris) designs an enchanting place based on interior lighting design.



Sofitel Balthazar Hotel & Spa (Rennes, France) makes use of special lighting effects to create a smooth atmosphere. Chandeliers, candles, light filtering curtains,...light is finely staged.

OBJECTIVES & METHODOLOGY



QUALIQUANTI

RESEARCH OBJECTIVES

A transversal and a branded approach to boost creativity by lighting design in LVMH shops

Common cross-cutting objectives to all Maisons: LVMH

- ✦ Bring **food for thought about lighting in luxury shops**
- ✦ **List all the lighting criteria to consider when designing a shop**
- ✦ Identify from these criteria **different levers to boost lighting designers' creativity**
- ✦ **Design an operational analysis grid on lighting to be later on used by the Maisons** thanks to a thorough decoding of the luxury sector

Specific objectives by Maison:

DIOR GIVENCHY TIFFANY & CO.
PARIS

LOUIS VUITTON GUERLAIN

- ✦ Analyze the **specificities of the luminous identity and strategy** of the Maison
- ✦ Identify its **strengths, weaknesses** and possible **improvements**

Non-exhaustive list of subjects to be covered, to be completed depending on the objectives of each Maison:

- Lighting depending on the **sector** (fashion and leather goods, watches and jewelry, perfumes and cosmetics, wines and spirits etc.).
- The **cultural specificities** of lighting
- Lighting depending on the different **materials** (plants, screens, colored surfaces, reflecting and absorbing materials)
- Lighting depending on the **different parts of a shop** (facade, shop window, entrance, fitting room, etc.) and **its environment** (inside vs. outside the stop)
- Lighting depending on the **time of the day** (morning, noon, early evening, night)
- The **effects caused** by different types of lighting (light that stimulates or induces relaxation etc.)

A THREE-STEP METHODOLOGY



1. International lighting observatory

- ✦ **Collection of a large international corpus of photos and videos on lighting to be analyzed during the semiotic session**

It aims at identifying the **best practices on lighting from the main luxury capitals and levers of creativity**

The **research will depend on the Maisons involved** in the project and **their sector** (fashion, jewelry etc.)

- ✦ **Documentary research on lighting** : inventory of relevant reference works, websites, experts' interviews and their main learnings

It aims at understanding the **main concepts, dimensions and vocabulary** of lighting



2. Semiotic analysis

Semiotic analysis sessions conducted by Raphaël Lellouche, expert semiotician:

- ✦ **Analysis of the international corpus** of illustrated examples
- ✦ **Walk through the main Parisian streets with luxury shops** at different time of the day (morning, afternoon, evening-night)

Recommended itinerary : Rue Saint-Honoré, Champs-Élysées, Place Vendôme, le Bon Marché, Avenue Georges V

- ✦ **Operational analysis grid on lighting**
- ✦ Identification of the **luminous identity** of the Maison



3. Cross-cultural interviews

- ✦ **In-depth interviews conducted in English with lighting experts and/or luxury consumers from different geographical areas**

It will give specific results, highlighting **the main differences between countries/cultures about lighting**

We will focus on **international cities**: Shanghai, Beijing, Tokyo, Dubai, Milan, Sao Paulo, New York etc. (to be confirmed)



1/3 – INTERNATIONAL LIGHTING OBSERVATORY

International corpus of photos and videos:



At least **300-400** examples

In shops/flagships mainly (70%), with a focus on the sectors of the **Maisons** involved

In other places (30%): museums, catwalks, restaurants, hotels, gardens, pop-up stores etc.



Documentary research on lighting:

+ Academic articles and reference books in English and French about lighting in shops and adjacent topics



+ Relevant expert interviews and websites





2/3 – SEMIOTIC ANALYSIS

The **international corpus** gathered during the previous step is **analysed during a semiotic analysis session**.

The session is **recorded on video** (visual of the analysed corpus + voices of the moderator and the semiologist).

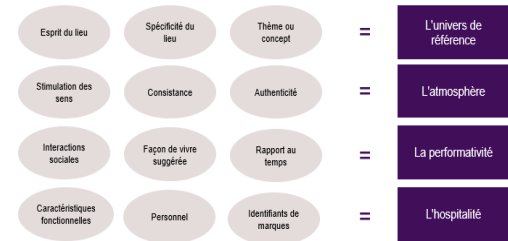
Excerpt from the Frichti brand session:
https://youtu.be/qasunb_wQSQ

A walk through the main Parisian streets with luxury shops will complete the analysis and give some **detailed insights**.

It should highlight some points as the **variation of lights throughout the day**.

The recommended itinerary, still to be confirmed is: Rue Saint-Honoré, Champs-Élysées, Place Vendôme, le Bon Marché, Avenue Georges V

An additional semiotic session to **define the luminous identity of each Maison**, draw up an **analysis grid on lighting** and define **some guidelines** to be used by all LVMH Maisons

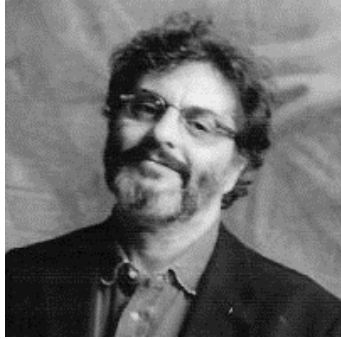


Example of an analysis grid on the “Sense of place”



SEMIOTIC ANALYSIS – OUR EXPERT

Raphaël Lellouche



Expert in Semiotics, Marketing & Communication

Philosophy agrégé

Doctor of the « École des Hautes Études en Sciences Sociales »

Former student of Roland Barthes

Close to 30 years of experience

Raphaël Lellouche has a **strong expertise on space semiotics** :

- He worked on the concept of **landscape**
- He studied the concept of **atmosphere** in numerous shops, shopping malls, restaurants, etc.

He has also a **strong experience in the luxury sector**:

- He regularly works with **Dior** and **Louis Vuitton**
- He has studied the **specificities of luxury press in Asia and Middle East**



3/3 – CROSS-CULTURAL INTERVIEWS

To **deepen the cultural specificities of lighting**, we suggest **conducting phone interviews in English with locals from different countries**

Profile:

- ✦ **Local lighting experts** that can **share their cultural vision of lights and some insights** (photos, videos) from their country and **explain some projects they led**
- ✦ **And/or local luxury consumers** that can share their cultural vision of lights, **personal experiences about lighting in luxury shops and expectations**
- ✦ Cities to be explored (to be validated): Shanghai, Beijing, Tokyo, Dubai, Milan, New York etc.
- ✦ Recruitment by our usual expert network or our Consumer Worldwide Panel www.consumerworldwide.com



Procedure:

- ✦ We recommend conducting **two interviews per area** in order to avoid individual bias
- ✦ Respondents can be asked to **visit before the interview some specific shops** with relevant lighting and to **send pictures, videos of lightings** they find interesting - budget will be adapted consequently



In Japan, a diffuse lighting with sliding paper walls (*shōji*)



In Nordic countries, a lighting with no shutters: the illuminated space becomes a canvas to be seen from the outside through the windows



In Fez, openwork patterned lights that spread soft light and shadows

DELIVERABLES

2 final reports

A common and transversal final report for all the Maisons

- ✦ **Concise PowerPoint in English to be easily shared** among the different Maisons

It will contain:

- ✦ A list of the **different lighting criteria** to consider when designing a shop
- ✦ Main **cultural differences** on lighting
- ✦ An **operational analysis grid on lighting** and **general operational guidelines**

A confidential and ad hoc final report for each Maison involved in the study

- ✦ **Detailed PowerPoint in English to the only use of the Maison concerned, tailored to fit its specific objectives**

It will contain:

- ✦ **A detailed analysis of the luminous identity and strategy** with its **strengths, weaknesses** and **possible improvements**
- ✦ **A detailed analysis of its sector** (fashion and leather goods, watches and jewelry, perfumes and cosmetics, wines and spirits)

TEAM, BUDGET & TIMING



QUALIQUANTI

A MULTIDISCIPLINARY TEAM



Daniel BO
CEO & Founder
HEC, Sciences Com



Alexandra MARSIGLIA
Research Director,
ESSEC, licence III in Art
History



Raphaël LELLOUCHE
Expert in Semiotics
Philosophy agrégé,
Former student of
Roland Barthes



Carla BOUIS
Market researcher
ESSEC,
Ecole du Louvre



Eva LE BRETON
Market researcher
ISIT – Cross-cultural
Management

BUDGET

INTERNATIONAL LIGHTING OBSERVATORY

€3,000 to €10,000

This budget includes:

- Preparation of a large, international, multi-dimensional corpus to show during the semiotic analysis
- Documentary research on lighting
- Selection of best practices and illustrations of the different sectors of the Maisons involved in the project

Price depends on the time spent on the research and the number of sectors analyzed

2 TO 3 SEMIOTIC SESSIONS

€12,000 a session

This budget includes:

- Conception of the moderation guide
- 1 or 2 sessions of desk with Raphaël Lellouche
- 1 live session in the streets of Paris day and night
- Complementary research and mini-sessions over the phone
- Detailed analysis of the session (enriched with illustrations and examples)

Number of sessions and precision of the analysis will depend on the number of Maisons involved in the project

CROSS-CULTURAL INTERVIEWS

€1,000 to €2,000 an interview

This budget includes:

- Conception of the interview guide
- Recruitment of the interviewees + incentives
- 1-2 hours interview over the phone
- Transcription of the interviews
- Analysis of the results and definition of the main learnings

Price depends on the profile of the interviewee:

- €1,000 for a consumer
- From €1,000 to €2,000 for an expert

RECORDED ORAL GENERAL PRESENTATION OF RESULTS IN ENGLISH

Included

- This budget includes the presentation of the general results (transversal research)
- It doesn't include a specific presentation for each Maison (ad-hoc research)

PLANNING

To be adjusted

	April	May	June	July	August
Agreement and set up					
Documentary research					
Semiotic sessions					
Cross-cultural interviews					
Analysis					
Final report					

REFERENCES FOR THIS RESEARCH



QUALIQUANTI

WE HAVE A STRONG EXPERIENCE ON ATMOSPHERE AND RETAIL

With an international research about the « Sense of place » in hotels that included the notion of lighting and one about pop-up stores



ACCOR HOTELS
Feel Welcome

Sense of place
Research conducted by QualiQuanti



POP-UP STORES

CONQUERING
A NEW FRONTIER
OF BRAND
EXPRESSION

A WHITE PAPER PUBLISHED BY KLEPIERRE IN COLLABORATION WITH QUALIQUANTI

page 2

Harnessing the potential of pop-ups

BY KLEPIERRE AND QUALIQUANTI

To better understand the pop-up phenomenon and take stock of best practices, this forward-looking study zeroes in on brand initiatives.

During the summer of 2015, research institute QualiQuanti, led by Daniel Bô (co-author of Brand Culture, Dunod, 2013), teamed up with European shopping center specialist Klépierre to conduct a three-part research project:

- 1) **An international review** of 308 case studies (approximately 50 of which were at Klépierre), which included on-site visits, interviews with professionals and a literature review.
- 2) **A consumer study**, which included individual interviews, a focus group and an online survey.
- 3) **An analysis** by semiotologist Raphaël Leblouche.

This report presents the principal results of that research. It aims to explore the potential of pop-up stores and help guide professionals.

Klépierre selected research institute **QualiQuanti** for:

- **Its expertise in retail and brand spaces:** Always at the forefront of business developments, QualiQuanti's analysis has been published on *influenza.net* and the *ideeslocales.fr* blog.
- **Its ability to anticipate and interpret trends:** QualiQuanti introduced the concepts of "brand content" and "brand culture" in France.
- **Its research methodology:** QualiQuanti seeks to understand a phenomenon by gathering many examples and analyzing the subject

Research

1 | *L'observateur de philosophie, brand expert* | 2 | <http://ideeslocales.fr/empreses-de-marguillat/>

WE HAVE AN INTERNATIONAL EXPERTISE IN THE LUXURY SECTOR



QUALIQUANTI
CREATIVE INTELLIGENCE

Cherry Blossoms
MARKET RESEARCH

Closer to China
« How to make luxury brands resonate for Chinese consumers ? »



QUALIQUANTI
CREATIVE INTELLIGENCE

Luxury Communication
Moving away from traditional codes
to redefine luxury

*Semiotic Analysis Report : communication, web,
design, content (Vol.1)*

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BRAND(ED)
CONTENT
&
LUXURY
COMMUNI-
CATIONS

QUALIQUANTI
CREATIVE INTELLIGENCE

ABOUT QUALIQUANTI



QUALIQUANTI

OUR ASSETS

- 1. A FULL CONTROL ON FIELDWORKS THANKS TO OUR PROPRIETARY PANELS**
- 2. A WIDE RANGE OF INNOVATIVE AND EFFICIENT METHODOLOGIES**
- 3. OUR MAIN RESEARCH AREAS: BRAND & COMMUNICATION, RETAIL, INNOVATION**
- 4. A SENIOR AND MULTIDISCIPLINARY TEAM**
- 5. A CENTER OF EXCELLENCE ON BRANDS: BRAND CULTURE & BRAND CONTENT**

1. OUR OWN ONLINE PANELS SINCE 2000

500 000 FRENCH-SPEAKING PANELISTS

(France, Belgium, Switzerland, Maghreb, Sub-Sahara Africa...)



Fully independent in France

Flexibility, responsiveness and speed of delivery: raw data in less than 3 days.

Respect of user privacy and data protection (GDPR compliance)

Ability to **stimulate respondents creativity** and to encourage detailed answers.

50 000 ENGLISH-SPEAKING PANELISTS

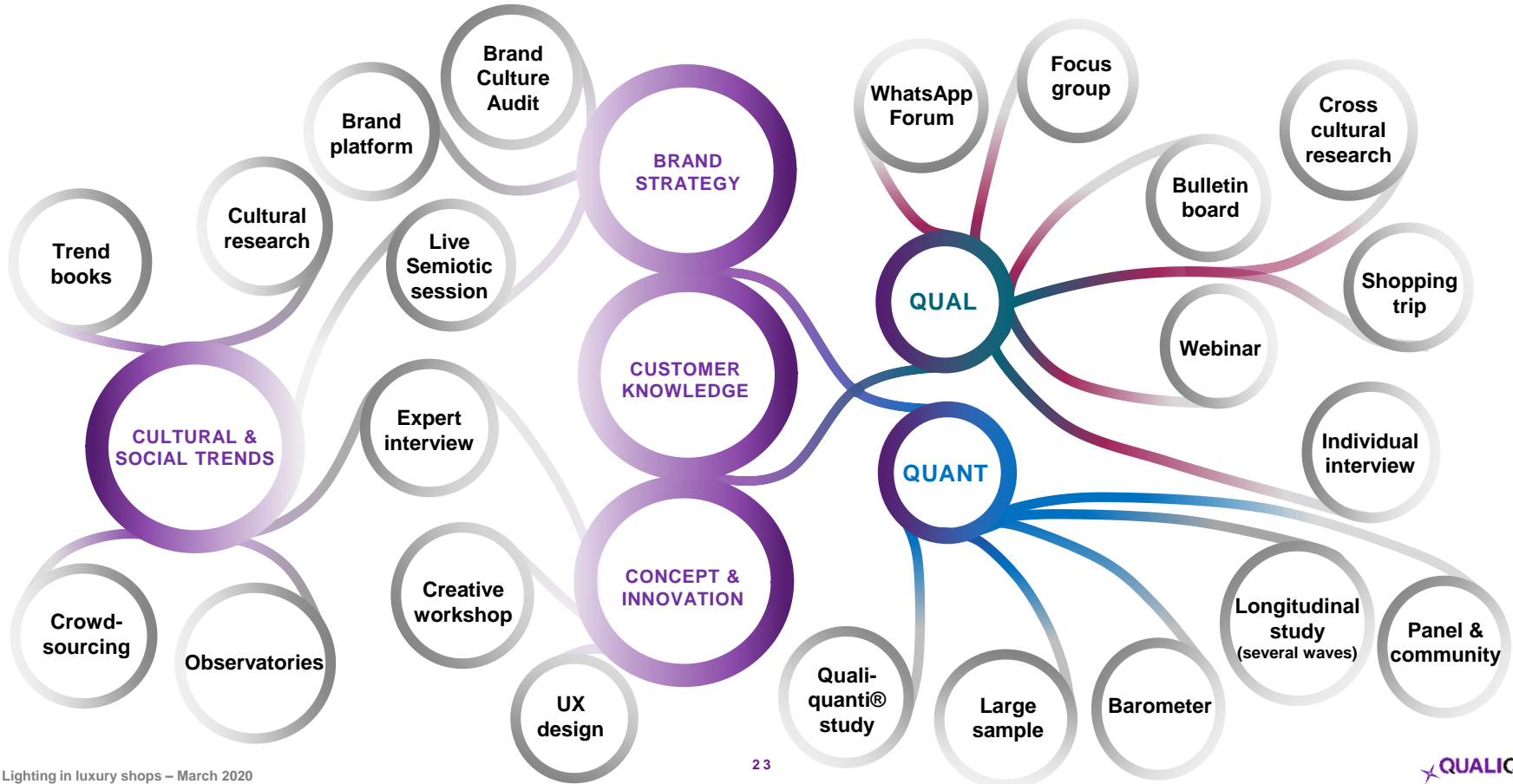
(International)



More than 100 countries covered

Ability to recruit for qualitative researches in specific geographical areas

2. A WIDE RANGE OF METHODOLOGIES TO COVER ALL NEEDS



3. MAIN RESEARCH AREAS

BRAND & COMMUNICATION



Our tool to analyze brands: the **Brand Culture audit®**

A strategic thinking about *brand experience* and brand performativity

A great knowledge of luxury brands, brand communication, **editorial stance**, native ad, ...

And some [expert articles](#)

RETAIL



Permanent watch on **local innovations** for [IdéesLocales](#)

A proven expertise in [pop-up stores](#) and brand spaces (articles on [Influencia](#))

Researches on path-to-purchase, online shopping, omnichannel behaviors, merchandising, convenient stores, food-tech

INNOVATION

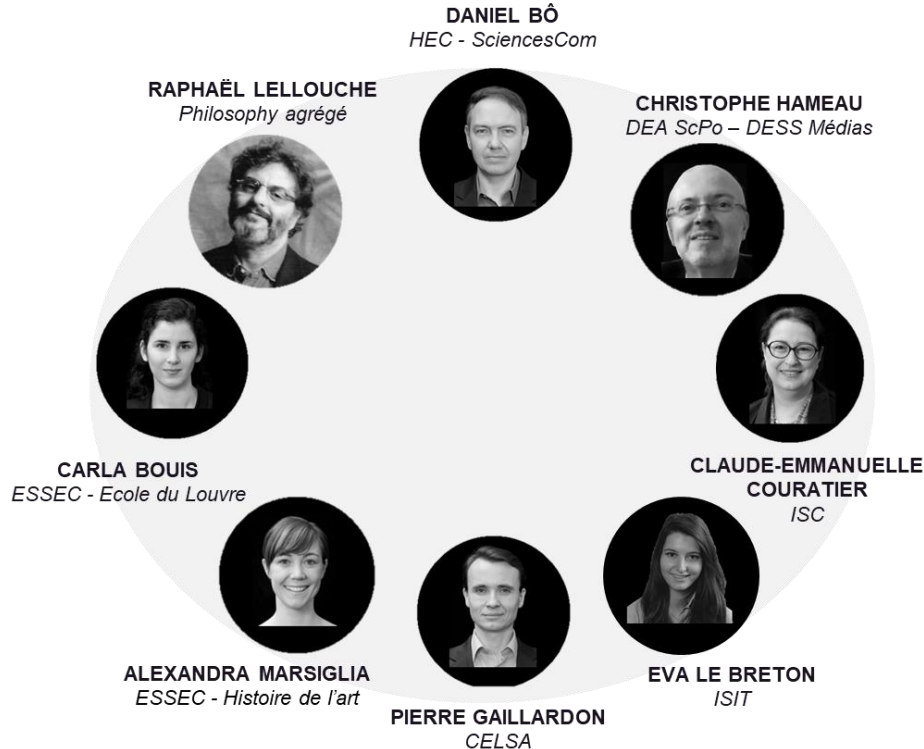


An **ongoing process of reflection on new methodologies**: pioneer on online studies and panels (2000), online qual (2004), crowdsourcing (pictures, movies), webinar with customers, whatsapp forums...

Innovative deliverables: newsletter, [website](#), workshop, [white paper](#), [press release](#), video report, design and infography...

4. A SENIOR AND MULTIDISCIPLINARY TEAM

An experienced team with complementary skills



At QualiQuanti, we are:

- **Graduated from a Business School** (HEC, ESSEC, ESCP Europe) **or a communication school** (CELSA, SciencesCom): we are used to solve business issues.
- **With a double degree** in Social sciences, psychology, sociology, linguistics, semiotics, Art...allowing us to expand our thinking and to enrich the results.
- **Passionate people** willing to answer client's questions.

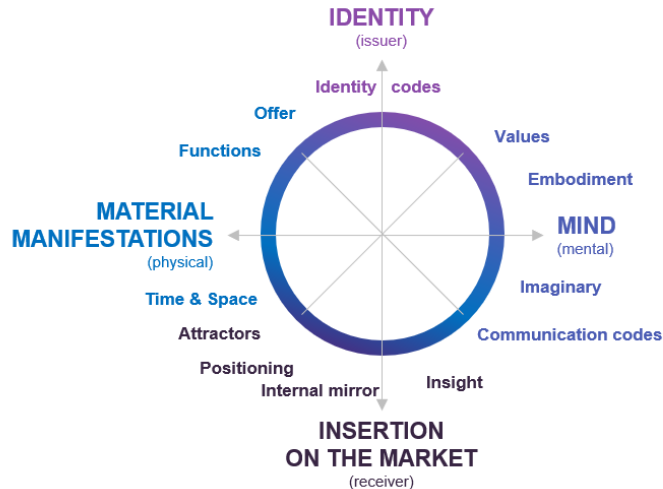
5. A CENTER OF EXCELLENCE ON BRANDS

Helping our clients to optimize their brand platform and their editorial stance

BRAND CULTURE

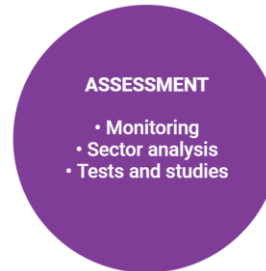
Our tool: the Brand Culture Audit®

A book: [*Building Brand Culture : Unlock Your Brand's Cultural Potential*](#)



BRAND CONTENT

12 years of research with several outcomes: a dedicated company ([Brand Content Institute](#)), an [observatory](#) and a book (French only) [*Brand Content Stratégique 2018*](#)



30 YEARS OF EXPERIENCE IN MARKET RESEARCH



ANNEXE: FIRST QUESTIONS RAISED



QUALIQUANTI

ILLUMINATED BUT EMPTY JEWELRY SHOP WINDOWS



ouvrez la nouvelle collection *Bollicine*, vive, pétillant

THE SCREENS AS LIGHT SOURCES



THE COMBINATION OF LIGHTINGS AND WRITINGS



THE INTERACTION BETWEEN LIGHTS, COLORS AND MATERIALS

