

The John Lewis

Retail Report

2014

How We  
Shop,  
Live  
& Look

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The John Lewis Retail Report is created every year and is based on real data, which comes from the many thousands of customer transactions which take place daily on our website and in our shops. The majority of statistics within this report are from John Lewis's own database between the time period August 2013 to July 2014.



Foreword from  
Andy Street

Managing Director, John Lewis

Welcome to the second annual John Lewis Retail Report, where we dive into our sales data to explore how Britain shops, lives and looks in 2014. From scooters to computers, bed socks to sound bars, everything which defined the past twelve months is captured for posterity.

This year's report is even more insightful than last year's, with richer data and new sections, such as how the nation shops for its young ones and a look at the future of retail. As a genuine department store, we have the breadth and depth of data to give true insight into the nation's shopping habits. We hope that in years to come people will turn to our report for a nostalgic glimpse at the trends that shaped the nation's shopping patterns in 2013-14.

How we shop is changing more rapidly than ever. The report provides a snapshot of the shopping channels of choice for today's customers. Never before have there been so many ways to shop, browse and engage with John Lewis.

Browsing and shopping on the go is now the norm. This was the first year when more traffic came to our website from mobile than desktop. To match our

customers' changing shopping needs, we have expanded and enhanced our delivery options. The launch of Collect+ this year, and our forthcoming 'Click & Commute' shop in St Pancras, are both examples of how we are becoming ever more flexible and convenient.

This year we have also shed light on the products being purchased in the middle of night – perhaps a sign that customers are leading increasingly fast-paced and varied lives. What these 'inshopniacs' are buying, and at what time, says a lot about what's on their minds. Turn to page 9 to find out more.

Although it has only been a year since our last report, it is fascinating to see how lifestyles, shopping habits and tastes have evolved in the UK. This was the year that customers really embraced the connected home. See page 16 to learn more. The housing market also picked up, helping to drive sales of home furnishings.

But while some trends come from external factors such as the weather and the economy, others are less predictable. Who, for instance, would have predicted 2014 as the year of the Loom Band?

Whatever products shoppers are buying, or however they choose to engage with John Lewis, we are there for them. In fact, this year marks the 150th birthday of John Lewis. While our founder John Spedan Lewis would have recognised the commitment to service in the John Lewis of 2014, he would no doubt be surprised and excited by the advances in technology we are embracing.

Change is always welcome, pushing us to innovate in all areas of our business to satisfy our customers. The winner of our JLAB technology incubator, Localz, is a prime example of this forward-thinking approach. Turn to the report's final future-facing chapter to find out more.

Britain has become an even more vibrant society in which to trade. It's our privilege to share how we've navigated these changes.

AS Street

## Chapter One:

# What Shaped The Way We Shopped?

## The definitive events of 2013-14 and their impact on sales

This year's *John Lewis Retail Report* gives a snapshot of the nation's shopping habits and the most stand-out purchases of the past twelve months; and what an eventful twelve months it has been. We saw a thoroughly wet winter, a 'Dry January' (for drinkers that is), a Royal baby in a sailor suit and, of course, a 'Yellow Jersey' making its way through the Yorkshire Dales. All of these events had some impact on the year's sales at John Lewis.

The UK's favourite talking point - the weather - had a huge bearing on sales. Winter 2013/2014 was very atypical. Much of the country was battered by heavy storms and the South in particular experienced heavy flooding in the wettest winter since 1766. Naturally, this meant there was increased demand for raincoats and wellies.

It wasn't all doom and drizzle, though; the weather was especially warm in March and over Easter, meaning an early peak in barbecue sales, as the nation dined al fresco to make the most of the sun. A sizzling summer also caused sales of ice cream makers to spike in June 2014.

But setting weather trends aside, in clothing, the focus was on the Sports Luxe

look, which made a big hit on the catwalk and in our fashion departments. It has been the year of the statement trainer: Nike's brightly coloured range increased by 223 per cent.

Somewhat predictably, the obsession with health and well-being came to a head in January 2014, when searches for 'FitBit' on the John Lewis website reached a new peak. In fact, fitness app accessories were up 860 per cent on last year, with John Lewis broadening its range. The 5:2 Diet also played its part in helping the nation to shape up and it was out with the deep fat fryer and in with the salad spinner.

Germany's unforgettable victory in the World Cup was seen in widescreen, with a boost in TV sales of 48 per cent. And somewhat discouragingly for the country's fitness aspirations, sales of laptrays were up this year, as we went 'goggle-eyed' for hit TV series *Gogglebox*.

When it came to the big screen, *The Wolf of Wall Street* had a role to play in the sharper, more tailored look, with pink socks and blue suits in favour. For little girls, it was *Frozen* which caused the biggest splash, leading sales of the heroine's costume to fly off the shelves.

As well as mirroring the looks of the nation's favourite fictional characters, there was a distinct nod to regal style. In women's fashion it was the year of the statement coat, a look favoured by Kate Middleton, whose scarlet ensemble made a statement during the Royal Tour.

But we couldn't conclude a wrap-up of the year without a nod to our own major milestone. 150 years ago, a humble draper from Somerset opened the doors to his shop on Oxford Street, London. We welcomed 180,000 extra visitors to our flagship Oxford Street shop and revived products and prints from our archives to create an anniversary year John Lewis himself would be proud of.

# The events that influenced us in 2013/14

2013

2014



**Jeremy Paxman's beard sparks a Twitter storm**  
Following years of declining razor sales, signs that the beard trend is due for a slow-down come as shaving products start to increase in popularity.



**First ever 'mobile Christmas'**

Traffic from mobile phones and tablets overtook desktop traffic for the first time ever on Christmas Day itself.



**Dry January**

More than 17,300 people took part in 'Dry January' this year and we saw water bottles rise 221% on last year.



**Royals on tour**

Prince George started a trend in nautical children's fashion, with an increase in baby sailor suits of 13% in April.



**Wettest winter since 1766**

The nation splashed out on wellies, with a peak in search terms for 'wellies' during the month of February.



**Loom love**

The playground craze went mainstream in May, with the biggest week-on-week uplift of Loom Bands, which were up 295%.

**Tour de France**

The Tour de France hit Yorkshire, inspiring thousands of Brits to get on their bikes. We saw a spike in people searching for 'cycling' apparel the week before the big event.



Aug

Sept

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug



**Bank holiday exodus**

Long drives ahead of the bank holiday weekend led sales of sat navs to rocket 60% in August.



**Black Friday**

We witnessed a huge spike in web traffic to johnlewis.com on Black Friday and sold one iPad every 10 seconds and enough TVs to stretch the length of ten Boeing 747s.



**Wolf of Wall Street UK premiere**

A formal look in menswear, akin to the one seen in this box office success, saw pink socks sales shoot up by 75%. These were styled with Oxford brogues, the year's best selling men's shoes.



**Gogglebox goes prime time**

Gogglebox shone a light on the nation's TV dinners and sales of laptrays were up 18% on last year as the nation took its cue from the show's participants.

**A long hot summer**

The spring heatwave kickstarted 2014's long hot summer and led online sales of barbecues to increase by 11% in March.



**World Cup Final**

Germany's victory was seen in widescreen, with sales of TVs up 48%.



## Chapter Two:

# How We Shopped

## Mobile shopping goes mainstream

### A milestone in mobile

The most significant shift of the past twelve months in how we shopped has been the rise of mobile as a go-to way to shop. Mobile traffic overtook desktop traffic for the first time on Christmas Day 2013 and on average over 50 per cent of web traffic now comes from smartphones and tablets.

We have also seen a higher growth in conversion on mobile and tablet this year. The popularity of the John Lewis app has been an important part of this shift to purchasing on mobile devices, with customers who use the app shopping more frequently.

### Convenience is king

While mobile has become increasingly important, it should not be seen in isolation. The ability to mix and match purchase channels and delivery options, is now the norm as it offers more convenience for customers. Shoppers want to collect orders in a way which fits seamlessly into their everyday lives. So you can now pick up online buys through Collect+, a network of over 5,500 local neighbourhood shops. Transport hubs are also being explored as key locations for picking up purchases. For John Lewis, this will be through our new 'Click & Commute' shop in St Pancras station which opens this autumn to meet busy workers' need for a speedy transaction.

### The importance of shops

Even with the multitude of ways now available to customers to research, purchase and return products, the shop

itself is as important to our customers as online. The percentage of sales carried out in shops accounts for around 70 per cent of all our transactions.

But how people buy in shops is changing, and more of the online world can be seen in physical stores. John Lewis Partners armed with tablets completed 10,000 transactions for customers over the past year. As well as their queue-busting benefits, Partners with tablets help customers to view product availability and information without having to move to a fixed till.

A good example of the evolution of the shop is our York department store, which is our most omnichannel offering to date. Its 'See, Click, Wear' initiative features an iPad bar, allowing people to browse the full assortment of The Fashion Edit and order pieces for next day delivery if an item is not on the shopfloor.

Customers are also looking for advice to help make informed purchases. Appointments for our Home Design Service rose by six per cent this year. Partners' expertise is also in demand when it comes to technology; we sell the majority of our iPads in shops, where customers have access to advice and support and can see the product in action.

Shopping is one of the nation's top leisure activities, and retailers are adapting branches accordingly with restaurants and cafes catering to a nation of foodies. Customers who visit our catering outlets tend to spend more time browsing the store and other departments and are more likely to make a purchase on the day of

their visit. In fact, 80 per cent of customers who visit our Place to Eat restaurants will go on to buy something in our shops on the same day.

### A more personal experience

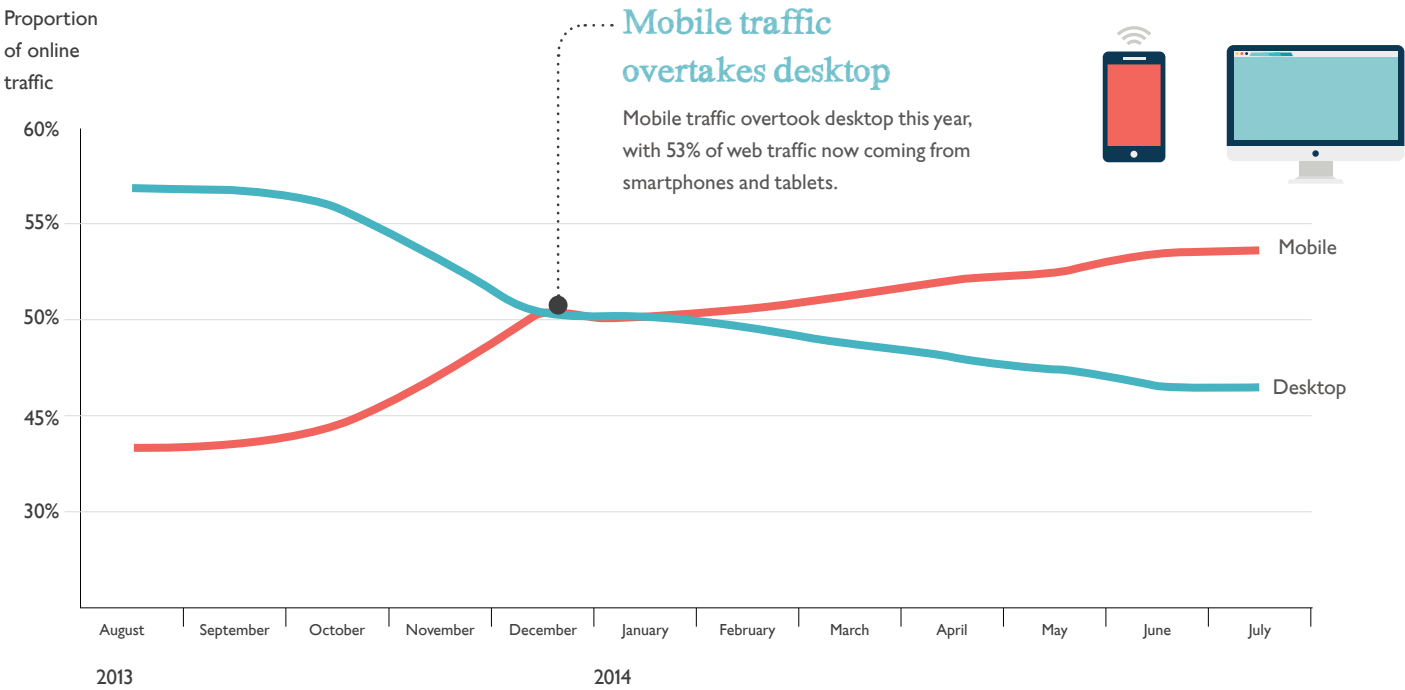
We're also getting to know our customers better than ever before. People want information about the products they love, so we're tailoring our my John Lewis incentives with invitations to local events and information about their favourite products.

### Black Friday and Christmas

American import Black Friday landed in earnest on UK shores in 2013, giving a new shape to the build-up of pre-Christmas sales as shoppers snapped up offers from brands. On the day (29th November) we saw a huge spike in site visits at midnight as Black Friday began, and throughout the day, we sold one iPad every ten seconds.

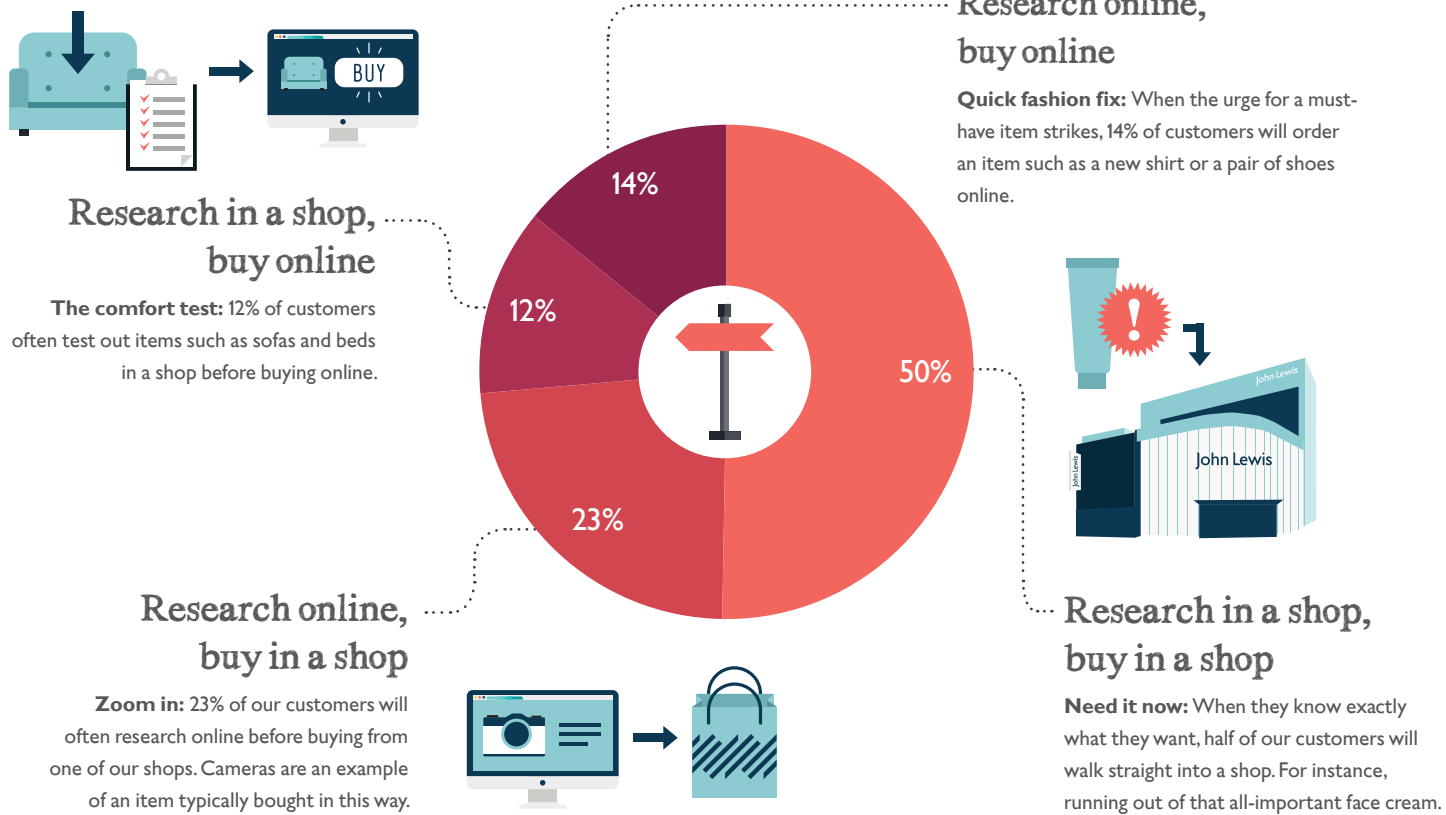
Any look at how the nation shops wouldn't be complete without a reference to our busiest time of year – the festive season. Christmas 2013 was no exception. 'Christmas' was our most popular search term online from as early as September, as people tried to get a headstart on their preparations.

The rise of the mobile shopper



New omnichannel shopping journeys

There are multiple journeys our customers choose to take when shopping with us, depending on what they're buying. We take a look at some of those journeys and some of the typical purchases that are made via each one.



What we bought and when

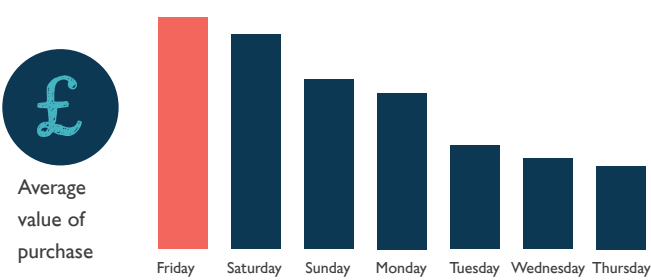
When customers buy things says a lot about what they're thinking at certain times of day. This timeline shows at what point the categories listed saw an increased share in items ordered online.



The shopping week

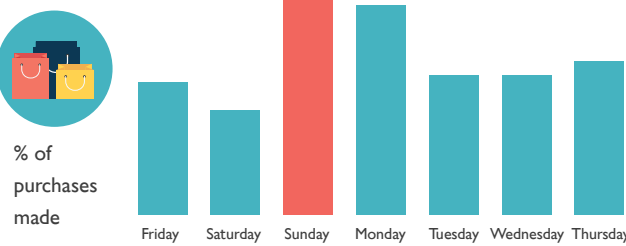
The day to make investment purchases

Friday is the day customers are most likely to make more considered, investment purchases online.



The busiest online shopping day

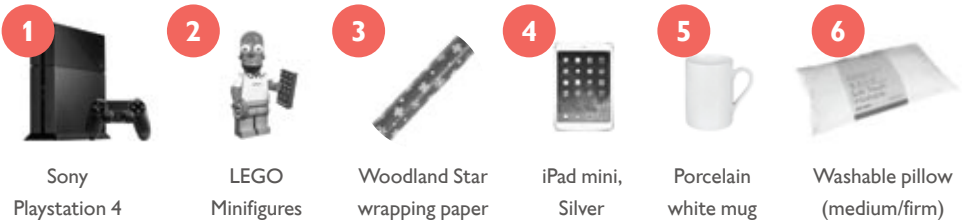
Sunday has the highest volume of online purchases overall for JohnLewis.com, as customers treat themselves at the end of the week.



Sleepless shoppers

Customers experiencing a sleepless night have a hankering for video games, pillows and wrapping paper. These were among the most popular items ordered between midnight and 5am.

Top night time purchases



## Chapter Three

# How We Lived at Home

## The UK's buoyant property market sees home furniture sales boom

2014 saw the first sustained increase in house prices since 2007, and there's been a slow return to confidence in the number of property transactions. This, in turn, prompted an increased demand for home improvements which was seen across all categories in home including big ticket items such as furniture, fitted kitchens and upholstery.

Carpet sales, traditionally a barometer of the UK's housing market, have experienced a sales boost this year. We have also seen fitted furniture increase, with fitted kitchen sales up 12 per cent and living and dining furniture up eight per cent. We are currently seeing a huge trend in wallpaper, with our best recorded sales for over 20 years.

Adapting to smaller living spaces has continued to affect shopping habits. Sales of folding furniture increased significantly in the last 12 months, as well as demand for multi-functional products, which offer extra space for storage. Indicators of this desire for space-saving furniture include the John Lewis Two Seater Dining Table (up 28 per cent).

House by John Lewis continues to be our biggest brand in home and in October 2013, we introduced a new product category to House called Mix It. The self-assembly furniture particularly appeals to new home owners, offering affordability,

without compromising on design and is now one of the biggest selling furniture ranges.

With more customers moving into new homes, we have seen a greater demand for design-led pieces which will show off new properties at their best. It's cool to be classic, and as a result we introduced a new permanent collection, called Croft, which addresses consumers' appetite for classic British design, but gives it a contemporary facelift. Sales of grey tones outnumber traditional beige options, signalling that we have a 'new neutral' colour in grey.

Customers' appreciation of standout design has been key to the success of our Design Icons collection, highlighting shoppers' demand for strong aesthetics in everyday items. First introduced in 2012, sales of iconic products from a selection of brands have increased by 78 per cent year-on-year, and as a result we have expanded the range further. The Design Icons range originally comprised only furniture and lighting, but has since expanded to include cookery and electricals, varying from the Lancashire Potato Peeler to Hans Wegner's Butterfly Easy Chair. We have also seen our Design Collective range sales increase 168 per cent this year, highlighting the growing demand for future design led furniture items.

And it isn't just designer products that

have been a hit: many shoppers have taken matters into their own hands and designed products unique to them. We introduced Any Shape, Any Fabric in August 2013, allowing customers the chance to pick any John Lewis sofa, armchair, occasional chair or sofa bed from a selection of over 112,000 combinations of frame and fabric, a signal of the demand for bespoke design even on the high street. The offering beat our original three year forecast in less than 12 months, equating to between 60 to 70 per cent of all made-to-order sales in upholstery - whatever they want, customers want it personalised.

From the living room to the bedroom, the number of Britons getting just five to six hours sleep a night instead of the recommended eight hours has risen in the past three years. With many feeling sleep-deprived, our own sales data shows that sleep is indeed a national obsession. Sales of sleep-related products increasing across all product ranges, including bedding and furniture. This year our biggest increase in sales was for our furniture collection, including bedroom furniture and mattresses. We also sold 20 per cent more duvets this year, and sales of pillows closely followed suit, up 18 per cent compared to the same period last year, helping the nation to rest easy.

<sup>1</sup> The Great British Bedtime Report, The Sleep Council, 2013



# Britain on the move

Britain's booming housing market ensured demand for home products was high, as people spruced up their houses to sell and settled into new abodes.

## Stow away

Storage units and multi-functional furniture offered practical purchases for new home-owners. The Oxford Modular Storage Unit was a popular option, offering an elegant solution to hide unwanted clutter.

## Express yourself

Shoppers expressed their creativity this year, by designing their own furniture with John Lewis' Any Shape, Any Fabric collection. The range is so popular with our shoppers that it equated to nearly 70% of all made-to-order sales in upholstery.

### Roll up

2014 has seen the best sales in wallpaper in over 20 years, with patterned designs such as the Scion seeing a renaissance with our shoppers.

### Top table

The John Lewis Basics Daisy Two Seater Dining Table was a space-saving essential for first-time buyers. Its affordable price tag saw sales increase by 28% on last year.

# Bedtime Britain

It's official. Sleep is a national obsession. Here are just some of the products we saw customers investing in to help them get their eight hours of beauty sleep.

## Time for a bedding overhaul

Many people chose to invest in their pillows and duvets this year. We sold 20% more duvets and 18% more pillows, with our basic white pillowcase increasing in sales by 44%. Mattress toppers also picked up in sales increasing 10%.



## Bold bedding

John Lewis customers didn't shy away from coloured bedding, with berry shades popular. The John Lewis Luxury Egyptian Cotton Bedding in Amethyst (a dusky purple shade) was up 88%.



## The early riser

Traditional alarm clocks still have a place in our homes, despite the alarm function on mobile phones. The Newgate Mini Alarm was one of this year's favourites, ringing up strong sales. Sales of alarm clocks peaked in spring/summer 2014, increasing 17% against the same period last year.



## Light sensitive

This year's sunny weather meant bright early mornings. Sales of the White Waffle Eye Mask increased by 14%, helping many to get some much needed shut eye.



## Toasty toes

Slipper socks are back, with sales increasing 34% on last year, helping the nation stay cosy at home.



## Wash and go

John Lewis Easycare Polycotton Bedding was a huge success this year, with sales of the range increasing by 89%, suggesting customers don't want to spend time ironing duvets and sheets.



# How we slept

While the nation as a whole was sleep-obsessed, the different purchases from across the regions reveal some interesting variations in how the UK gets its forty winks.

## North West

Customers in the North West double-up, with bunk beds seeing the biggest increase in the region compared to the rest of the UK. Sales increased by 300% this year. They also like a firm mattress, with sales up 36% on last year.



## Wales

The Welsh like to sleep solo, with the John Lewis Wilton Bedstead, Single, Pine the best selling bedstead.



## South West

The South West saw the biggest increase in mattresses this year, up 19%, with comfort top of the agenda in the region. The John Lewis Pocket Ortho 1200 Mattress is one of the best sellers in the area.



## South East

Going *au naturel* is popular in the South East, with natural-filled mattresses up 30% on last year. Designer bed sheets are a best seller in the region, with sales up 110% compared to the rest of the UK.



## Scotland

The Scots like to be toasty in bed. The Luxury Hungarian Goose Down Duvet saw sales rise 48% compared to last year in the region.



## North East

Guests in the North East are treated to folding beds, as sales increased by 129% this year. When it comes to mattresses, firm is in favour, with Tempur mattresses giving extra support; sales were up 71% in the region.



## Midlands

Comfort and space is key in the Midlands. Faux fur throws and cushions are selling here faster than the rest of the UK, with sales up 54% on last year. Meanwhile, king size beds were the most popular in the region, leaving plenty of room to roll over.



## East

Customers in the East like to store their possessions under their mattresses, they opted for the John Lewis Montana Storage Bedstead, Double, in Oak for their bedrooms.



## London

Inflatable beds are a bestseller in the Capital, but space-deprived Londoners still opt for luxury, with sales of the AeroBed Ultra Divans up 68% on last year. Londoners also opted for storage beds, with sales increasing 94% on last year.



## Chapter Four

# How We Lived With Tech

## The connected home becomes a reality

The big technology story for us this year is connectivity. As technology advances, more devices are becoming wireless, bringing the dream of a fully automated home closer to reality. This year we are seeing more of our customers embrace smart technology that shapes the way we live, and how we run our homes.

No strangers to the idea of connected products, we have now reached the stage where the average person has three wifi-enabled devices in their home. Linked to this, portability was a big factor for our customers so far this year, with sales of convertible tablets up 695 per cent, fulfilling the need for powerful, practical devices.

The appetite for connectivity is extending to products beyond the computing and communication categories. John Lewis customers are looking to the power of intelligent technology to take the hassle out of household chores, save money and make their homes work in a way that suits their increasingly busy lifestyles. The best example of this is the growth in sales of the Nest Learning Thermostat. This is a central heating system that allows our customers to set the heating to come on during their journey home from work, so that the home is warm and welcoming on their arrival. Even during this year's clement summer, we saw a 30 per cent increase in sales.

Similarly, smart washing machines launched in February this year. The range by Samsung can be controlled remotely via an

app, meaning you don't need to leave wet washing sitting all day until you get home from work, as you can start the cycle remotely whenever you like.

We have also seen increasing take-up of smart devices with space-saving advantages such as smart TVs. Apple TV allows you to store your photos alongside your film collection in the cloud, which may partly be responsible for this year's decline in sales of photo albums.

In the future, we expect to see a home where all appliances are connected, and can be controlled by one central hub, allowing personalisation and greater lifestyle choice.

The use of technology to afford greater personalisation also extends to wearable tech, with many of the recent developments designed to help us monitor our health and wellbeing. Everything from calorie counting, to monitoring heart rate whilst running or walking can now be recorded. We have seen a big surge across this sector, with sales of wearable tech showing a 395 per cent uplift compared to last year. With the launch of the Apple Watch showcasing the capabilities of such agile technology, this sector will go from strength-to-strength.

The increasing appetite for technology has led to the emergence of the 'prosumer' — someone who demands superior products that might once have been the preserve of professionals or experts, even just for a hobby or leisure activity. A good example

here is within photography. Sales of lenses costing £2,000 and above were up a staggering 2,400 per cent. GoPro action cameras for adrenaline junkies and sports fanatics saw sales rise by 466 per cent compared to last year.

Given the squeeze on housing stock in cities, especially in London, it might be thought that people are living in smaller properties, such as flats and studios. So one slightly surprising statistic was that less space did not mean that our customers are prepared to compromise on home entertainment products. In particular, the trend is still towards larger TVs, with sales of 50" screens and above up 52 per cent year-on-year.

The overarching trend in technology, then, is towards greater connectivity, portability and personalisation, with consumers choosing to spend greater portions of their disposable income to ensure that they get premium products to indulge their leisure, entertainment and fitness pursuits, as well as making their lives easier.

# The high tech home

## 1 Light fantastic

Connected products have extended into lighting. Customers are lighting up their homes with the remotely controlled Lfxf and Phillips HUE lighting systems. These have seen a combined uplift in sales of 316%.

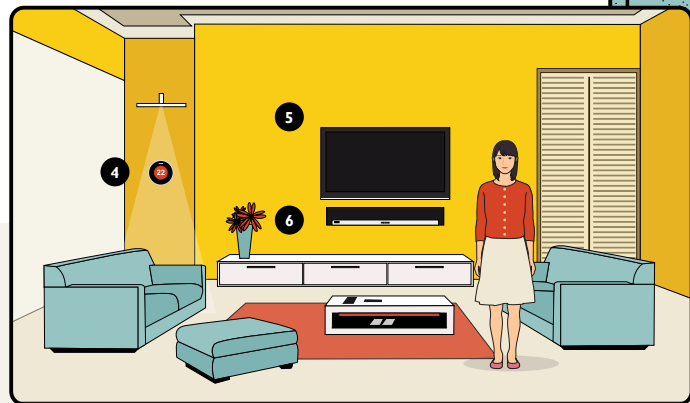


## 2 Second screening

The two TV household is well-established, as consumers frequently opt for a (smaller) second TV in the kitchen or bedroom. Sales of the affordable 32" TV's saw a slight increase of 7% in line with this trend.

## 4 NEST-ing

Shoppers have flocked to buy the connected Nest Learning Thermostat, which learns your schedule to programme itself. Despite the warm weather, we even saw a 30% increase in sales between June and July.



## 5 The big picture

Despite the trend for smaller living spaces, sales of 50" TVs and above have grown by 52% compared to last year.

## 6 Music to your ears

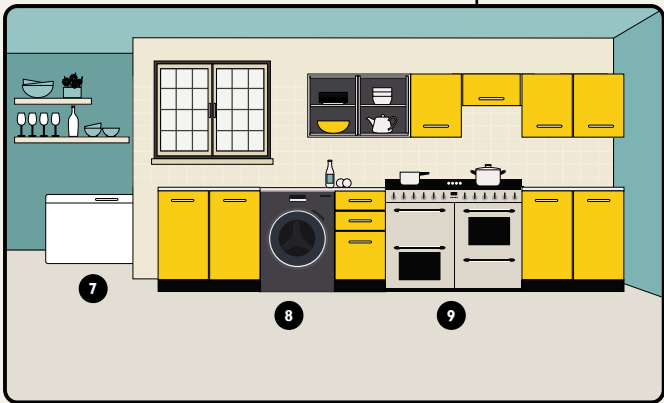
Customers have embraced the ease and style of the Sonos Playbar, which allows users to control music in different rooms via an app. Sales rose 47% compared to last year.

## 7 Stocking up for the season

Christmas preparations saw chest freezers up 56% on last year as shoppers stocked up on food for the festive season.

## 3 iCatwalk

The recent launch of the Apple Watch has shown that wearable tech is here to stay, and John Lewis customers agree, with sales of wearable tech items up 395% on last year.



## 8 Learned laundry

Launched in April this year, smart washing machines have become increasingly popular, as customers embrace the convenience of connected appliances.

## 10 Can't stop the Beats

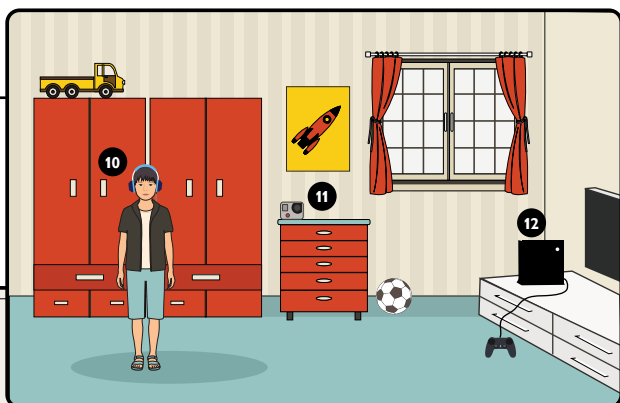
On-ear headphones are still making noise this year, with 80 more lines introduced and sales up 8%.

## 11 Lights, camera, action!

Thrill seekers are making the GoPro their camera of choice, with sales of the versatile action camera up an impressive 466% compared to last year.

## 12 War of the consoles

Last Christmas saw the war of the consoles, as the PS4 and Xbox One battled it out for the top spot, with the PS4 eventually outselling the Xbox One.



## 13 Make like a pro

Budding photographers are getting serious about their kit, with sales of lenses costing £2,000 and above increasing a staggering 2,400%.

## 14 Best of both

Practical, portable, yet still powerful; convertible tablets have become this year's tech must-have, with sales up 695% on last year.



## 9 Top of the range

Sales of larger range cookers were up 30% on last year, increasing in the run-up to Christmas, as people prepared to cater for friends and families.

## Chapter Five

# How We Cooked

## Ambitious cooks branched out and seasonal eating was the order of the day

This year, John Lewis's customers have proved themselves even more adventurous in what they are prepared to take on in the kitchen. Seasonally inspired cuisine, complex baking and healthy eats all figured prominently on the nation's menus in 2014, as Britain's aspiring chefs pushed the boundaries of what they can cook up in their own homes. In short, Britain's 'foodie' revolution has proved it's here to stay.

Customers are keen to impress dinner guests with their culinary know-how. The John Lewis range of ravioli kits, Pasta Night In, saw sales increase by a whopping 315 per cent, as customers embraced the theatre of making their own pasta. This emphasis on technique also carried through to pescatarian preparations. Where once consumers selected pre-filleted cuts, or relied on their fishmongers for tricky filleting, now they prefer to test their skills by buying the whole fish to prepare and cook by themselves. We saw healthy growth in sales of fishbone tweezers (up 37 per cent) and fish filleting knives (up 16 per cent).

While sales of baking products remained high this year, associated ranges did

especially well as cooks branched out from baking. John Lewis preservative products were up 32 per cent, showing continued interest in homemade jams. And, encouragingly, this love of cooking wasn't just among the older demographic. Sales of our House by John Lewis range, which targets younger culinary aficionados, were up a tasty 28 per cent year-on-year.

A greater awareness of the benefits of a healthy lifestyle led to an upswing in products for health-conscious, time-poor consumers who prefer to watch what they eat by bringing their own healthy food to work. Sales of lunch boxes were up 34 per cent this year, and Soup to Go Mug sales more than doubled. The big story this year, fitting with the notion of consumers becoming more health conscious, was water bottles, which saw a 221 per cent rise on last year.

Sales of salad spinners showed an 11 per cent rise, while graters and slicers were up 21 per cent. As well as healthy eating, this demand was driven by good weather in the second half of 2013, which meant shoppers were able to dine *al fresco* until later in the year. Strong sales of outdoor

dining furniture in the same period support this view. An unseasonably mild March also led online sales of BBQs to heat up by 11 per cent.

Whilst the England team may not have been on form during the World Cup, shoppers chose to enjoy Brazil's cuisine, by creating a South American atmosphere at home. Sales of the Tefal OptiGrill meat grill rocketed up 200 per cent during the World Cup as hungry football fans looked to cook up delicious Brazilian steak.

Finally, 'proper tea' has whetted the appetite of the nation. Teapots, strainers and other accoutrements for the 'perfect cuppa saw sales increase by 22 per cent, suggesting that tea is the new coffee. Seen alongside steady rises in items such as cake stands and premium crockery, the custom for high-tea is one that clearly still has a long way to run.



# What's behind the nations' must-have kitchen gadgets?

John Lewis customers embraced the latest culinary trends, with factors like TV shows and the weather a huge influence on what was cooked up in the kitchen.



## 1 Food mixers

Mary Berry returned to our screens in September 2013, and John Lewis saw *The Great British Bake Off* effect hit its stores once again, with sales of food mixers building up in the autumn, as amateur bakers tried to recreate the tent's most successful recipes. The trend remained popular, peaking again at Christmas as food mixers became the gift du jour.



## 2 Juicers

Juicing fever peaked in summer 2013, following the release of Joe Cross's sensational documentary *Fat, Sick and Nearly Dead*, which charts one man's journey to get fit and lose weight through juicing. Sales peaked again in June 2014, as people prepared to get beach-body beautiful for the summer season.



## 3 Toasters

Sales of premium toasters rose in March as consumers looked to recreate the trend for 'artisan toast', prompted by a surge of independent cafés offering dedicated 'toast menus'.



## 4 Ice cream makers

A sizzling summer caused sales of ice cream makers to spike in June 2014.



## 5 Tea makers

The British passion for tea started to build in autumn 2013, as a cold snap set in, seeing sales of tea makers peak, as Brits got serious about their infusions.

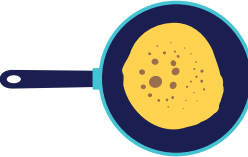
# Cooking for all occasions

Festivities and national days provided the motivation for the nation to cook up a feast. We saw sales of essential culinary equipment rise for each occasion.



## Valentine's Day

This Valentine's Day romantic shoppers bought enough red cake decorating gel to paint hearts on over **10,000** cupcakes.



## Pancake Day

Stacking up all wooden spoons sold by John Lewis for Pancake Day would reach **730** metres, beating the height of the world's second highest building.

Shoppers picked up enough pancake pans from John Lewis display tables in the run-up to Pancake Day, to make a pancake for each member of the entire congregation at Westminster Abbey.



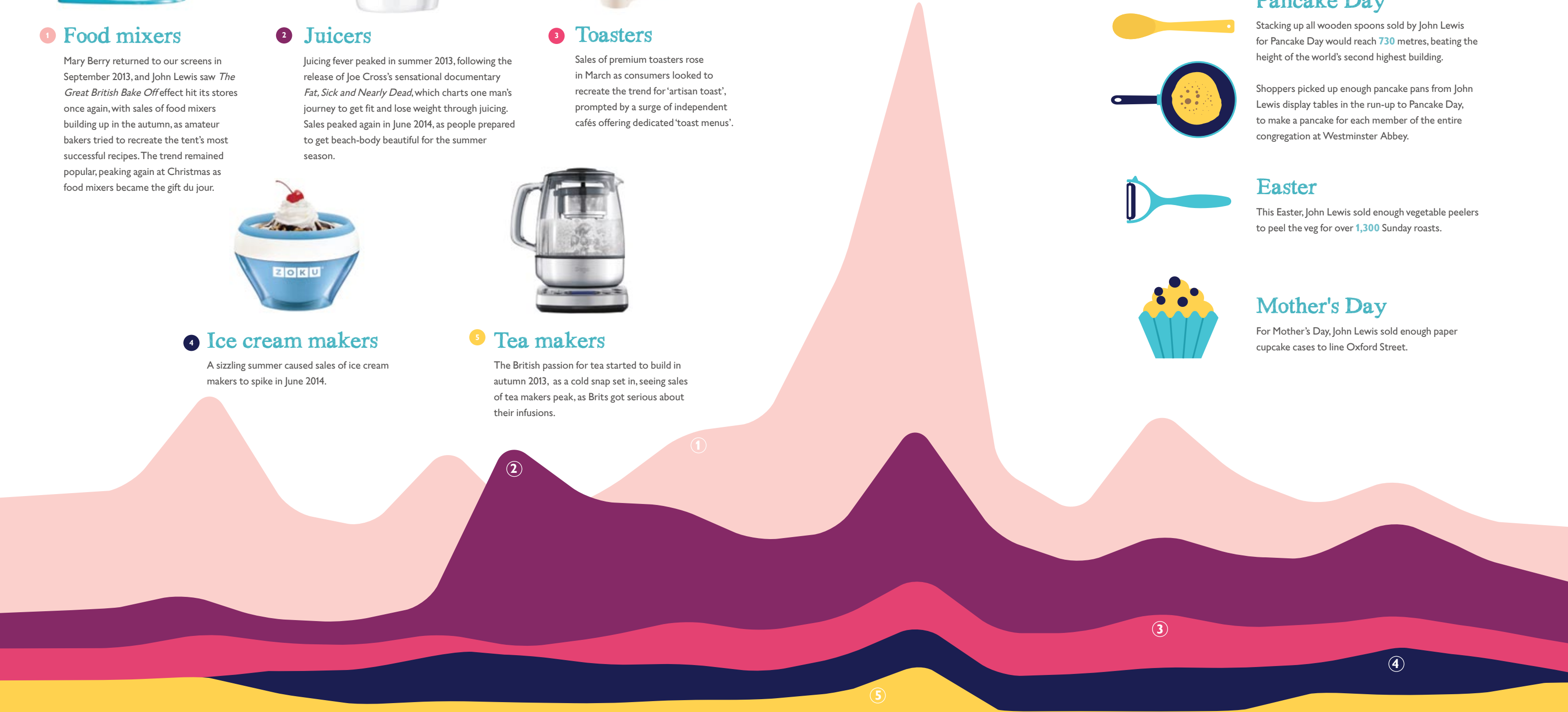
## Easter

This Easter, John Lewis sold enough vegetable peelers to peel the veg for over **1,300** Sunday roasts.



## Mother's Day

For Mother's Day, John Lewis sold enough paper cupcake cases to line Oxford Street.



## Chapter Six

# How Little Ones Lived

## Traditional toys returned to the nursery and it was cool to dress like dad

Tradition was at the heart of parents' decisions when it came to their little ones this year, with classic toys and children's playwear leading the way in the nursery department.

In the playroom, far from kids being glued to their tablets, toys that inspire imaginative play made a comeback, with retro classics PlayDoh and Slinky both up on last year. And perennial boys' favourite, World Cup stickers by Figurini Panini, were three times more popular this year than at the last World Cup in 2010. Scooters, a top-seller for decades, remain John Lewis's number one toy. The standout success story this year was the craze for Loom Bands. At its height in May, the Loom Band craze drove weekly sales increases of up to 295 per cent.

In clothing, the trend for traditional showed itself with an increase of 32 per cent for classic childrenswear label Emile et Rose. Prince George proved to be a right Royal trend-setter, with his first big media appearance, the Royal Tour of Australia and New Zealand in April, resulting in a surge in sales of pocket shorts, sweaters and cardigans, all of which were seen on the

junior royal. Across the range, traditional sets were up 92 per cent — all the more impressive as the Prince had caused similar sales increases last year.

Elsewhere, it seems parents were taking inspiration from their own wardrobes. As per the trend in men's fashion for dapper dressing, baby bowties and braces saw increases of 30 per cent, while smart boyswear, including tweed jackets and waistcoats, was up a natty 47 per cent. There were no qualms in mixing it up a little though, and little ones were right on trend with their footwear. Converse was the fastest-selling brand in boys' shoes.

Echoing the trend for playsuits in women's fashion, for little girls, jumpsuits and playsuits were up 104 per cent on the previous year. Super-stylish metallic dresses also reflected well in sales, while kids' love of Disney was shown in the fact that the single best-selling outfit was Disney *Frozen* Elsa Deluxe Dressing-Up Costume.

When it came to the bedroom, the Little Home range of children's bedding furniture and accessories went from strength to strength. Kids were wild about the Animal

Fun range, our best-selling line, which included jungle print lampshades and elephant rugs.

Finally, sleep-deprived parents were happy to invest to ensure their kids got a good night's sleep, with sales across all categories including, bedding, comforters and technology, increasing 47 per cent this year. Comforters, which replicate the low-frequency hum of Mum's heartbeat to send babies to sleep, saw demand rise by 77 per cent. Blackout blinds saw sales increase by a dreamy 177 per cent, while a clock that helps children to regulate sleep patterns and learn to tell the time (especially bed-time!) was up 40 per cent. Video baby monitors were also a strong performer, with sales up by 42 per cent on last year.

And for teething babies, the popular teething toy and soother Sophie la Girafe stuck its neck out this year and was a best-seller.

# How little ones looked

## Girls



### Get-up and go girls

Jumpsuit and playsuit sales flew up 104% for active little girls.



### Snug in Uggs

Adult fashion staple the Ugg boot saw popularity in the girls range too.



### Bedazzled

Metallics were the fabric of choice for many girls, rising 300% on last year.

## Boys

### Trendy trainers

Converse shoes were the fastest growing brand for boys.



### Dapper mini-mes

Mirroring the tailored menswear look, bowties and braces saw an uplift for little boys of 30%.



### Suits you

Boys smartwear including tweed jackets and waistcoats increased by 47%.

## Babies



### A return to days gone by

Traditional sets soared 92% compared to last year and traditional rompers saw a 13% increase.



### Classic looks

Classic brand, Emile et Rose saw strong sales, rising 32% compared to last year.



### Little ones' knits

Layette knitwear was popular, rising 59% on last year.



### Baby steps

Start-Rites were the shoes which many little ones took their first steps in.

# Shopping for kids



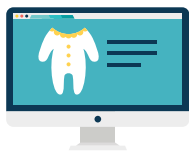
## The parent tap

Busy mums and dads are increasingly buying things for their children on their mobiles - mobile traffic to the nursery pages on johnlewis.com is up 55% on last year.



## Web feet

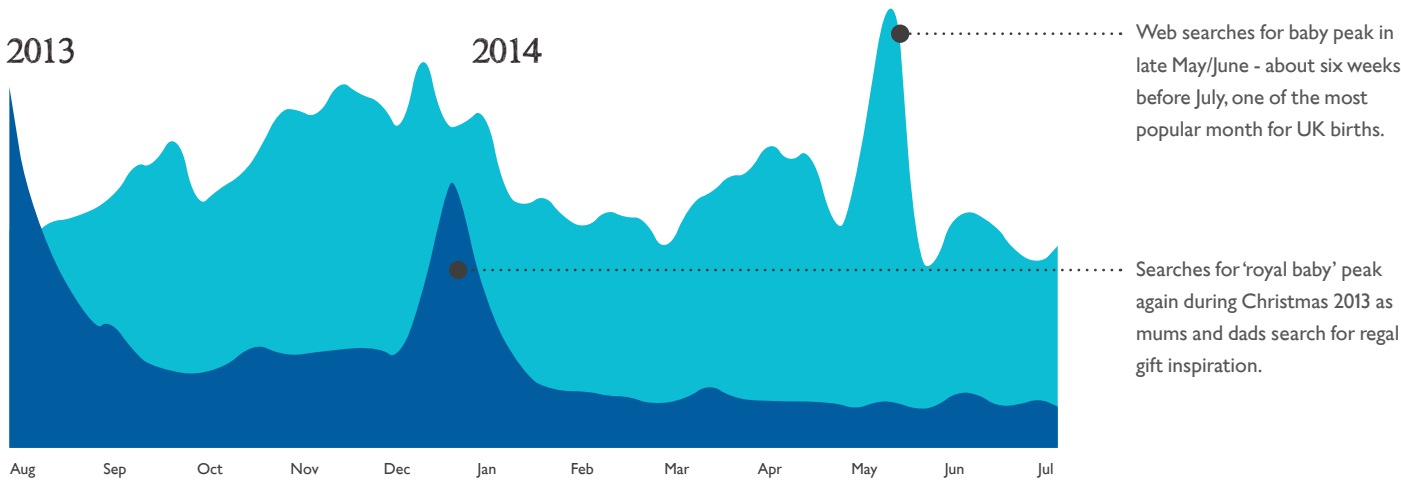
Online sales for shoes have increased by 49%. Not surprising when you consider industry stats that say children need an average of 20 pairs of shoes before they're five and 70 pairs before they're 15!



## Kids' apparel

40% of children's clothes are bought online.

# When 'baby' searches boomed



# Trending toys

## Loom love

The playground trend for Loom bracelets went mainstream, with little ones leading the way. Searches on the John Lewis website peaked in June.



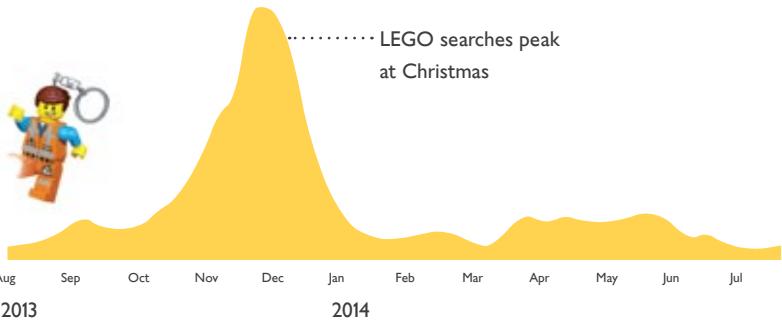
## Scooting off

Christmas was the most popular time for the search term 'Scooter' on the John Lewis website, showing that many little ones had a two-wheeled gift under the tree. A mild spring saw searches leap once again, showing a renewed enthusiasm for playing outside.



## LEGO lift-off

LEGO searches rocket over Christmas 2013, with the launch of *The LEGO Movie* helping to sustain interest throughout the year.





## Chapter Seven

# How She Looked

## Brighter and bolder women's fashion was worn with attitude

The last twelve months have been a fashion lover's dream, with an array of new styles and trends to delight the most maverick of trend-hunters. Looking back to autumn/winter 2013, designers such as Gucci and Alberta Ferretti delivered a heady mix of berry shades, statement coats and rich tartans. Spring/summer 2014 then lightened up our wardrobes with a palette of pretty pastels and a range of dazzling floral prints, as seen on the runways of Burberry, Giles Deacon and Christopher Kane. Whatever the look *du jour*, a healthy dose of confidence was the key accessory, as women of all ages took a bolder, brighter approach to their wardrobes.

John Lewis customers were no exception. They took their cue from the catwalk, fully embracing our carefully curated selection of brands and own labels, from high end offerings like Somerset by Alice Temperley through to the affordable KIN range.

The more adventurous appetite of the John Lewis female customer was seen no clearer than in summer 2014's big trend: clashing floral prints. Floral patterned trousers and flower motif tops in a myriad of colours were best-sellers. Dresses were no exception, with a Jigsaw floral dress selling triple the equivalent of last year.

Another trend that came to the fore this year was Sports Luxe, inspired by celebrities such as Daisy Lowe, who championed the 'Fit not Thin' campaign, and influenced by the designer sports apparel of DKNY. The look was defined by the bomber jacket, with our navy and

pale blue bombers among our fastest-selling items. No longer resigned to a gym bag, trainers are now worn by fashionistas on front rows at catwalk shows and part of Cara Delevingne and Ellie Goulding's signature looks. As a category, sales of trainers grew by 26 per cent and women's Converse were up 65 per cent, reflecting this trend.

Sticking with a casual theme, the celebrations of twenty years of Britpop propelled us back to the nineties. Backpacks saw an increase of 231 per cent and the humble scrunchie, a wardrobe staple for Cressida Bonas, was up by 12 per cent. Now a retro classic, sales of Casio watches also increased by 17 per cent.

In winter months, coloured coats prevailed. Sales of wine and berry hues increased and are now close to overtaking the more traditional camel coloured coat. The Duchess of Cambridge can take some credit for coaxing female customers away from the ever-popular navy and black. She made a bold statement during the Royal Tour with her scarlet coat.

With a bold coat the star of the season, customers were drawn to simple, classic handbags, such as the Mulberry Bayswater, a perennial best seller. Stylish yet understated Michael Kors handbags saw a 200 per cent increase on last year, with the black Selma satchel the range's top seller.

The LK Bennett sledge platform was popular in the first half of the year, further underlining an air of timeless elegance.

Echoing this, pastel shades saw a 159 per cent increase on last year and skirt sales lifted dramatically (82 per cent), with a modest on-the-knee length the most popular.

Classic white shirts saw an uplift of 80 per cent on last year, often styled with the white collar poking discreetly out from a pastel coloured cashmere jumper – a look coined by Victoria Beckham. Pencil skirts doubled year-on-year, also championed by the highly respected fashion designer.

So what to expect from the next twelve months? John Lewis is hedging its bets on the jumpsuit as the statement piece for the party season, with brands including Mint Velvet and Mango leading the way. Kurt Geiger killer heels, cashmere jumpers and luxury bags from Longchamp are expected to top the Christmas wishlists of female customers.

Looking to 2015, we predict that confidence in colours is here to stay, with prints becoming bolder and more abstract, while clashing colours will feature on accessories like bags and shoes. Whatever style statement our customers choose to make, we will offer a compelling mix of private labels and a strong own-brand repertoire to captivate and inspire them.

# Three looks that defined the year

## Subtle yet chic

A modern casual chic look breathed new life into some fashion staples.



### The sweater

This Kin by John Lewis Quilted Sweatshirt summed up the casual chic look.

### The shirt

White shirts saw an uplift of 80% on last year, as the casual chic trend breathed new life into the wardrobe staple. White shirts were styled with the collars buttoned up.

### The skirt

Skirt sales were up 82% in spring/summer 2014, compared to last year. An on-the-knee length was the hemline of choice.

## Florals

2013-14 was the year that floral prints bloomed. Clashing your patterns and prints was the way to style this look.



### The top

The Annabelle Print Top by John Lewis, pictured here, sold out four times faster than expected.

### The trousers

The Collection by John Lewis Camille print trousers epitomised the clashing florals look.

### The bag

Floral prints were teamed with a clutch bag in a statement colour. Our own brand evening bags and clutches were snapped up by customers, with online sales up 81%.

## Sports Luxe

This year, Sports Luxe was a winning trend as the high fashion brigade donned their trainers and bombers.



### The glasses

Branded sunglasses were one of our biggest success stories in womenswear. They saw a 37% increase in spring/summer compared to last year.

### The jacket

The Kin by John Lewis Textured Bomber Jacket, seen here in on-trend baby blue, was one of our fastest selling lines.

### The trousers

Simple cropped trousers add a sophisticated touch to the sporty look.

## Chapter Eight

# How He Looked

## The bold and the brave: Men opted for short shorts or snappy tailoring

2014 was the year of the 'renaissance': the re-appearance of the sharply-dressed man. This meant slimmer fits and a greater enthusiasm to express individuality through colours and prints.

The tailored look has seen a revival this year across all of John Lewis's menswear ranges, from formal and evening wear right through to casuals. Slim-fit trousers and jeans have been all the rage, with trousers in the John Lewis Kin range, which offer a tapered fit, outselling other collections.

In a similar vein, one of our biggest jeans brands, Levi's, saw a move away from regular fit to the slimmer 511 style. In fact, sales of 511s accounted for almost a third of all Levi's sales compared to 15 per cent last year. Ted Baker and Diesel jeans remained a hot purchase too, as men invested in designer brands.

A new-found sense of adventure and colour carried across all our product ranges in menswear, with orange shirts up 361 per cent, multi-coloured hankies up almost 200 per cent and pink socks up 75 per cent on last year. At the same time, that staple of the male wardrobe, black socks, decreased in popularity compared to brighter, more individual colours, slipping from a third of all socks sales last year to 29 per cent.

In formalwear, blue is the new black. The John Lewis Kin Stamford Tonic Midnight

Blue suit was the year's runaway best seller. Colour also reigned supreme in formal shoes, which saw a 12 per cent increase in demand on last year. Oxfords were our bestselling style and, perhaps unsurprisingly in light of our bestselling suit, our navy suede shoes proved to be bang on trend.

Men also became more adventurous when it comes to flashing the flesh, as we have seen demand from male customers for shorter hems. One of the best examples of this is swimwear, where shorts got shorter and shorter.

Following the trend for bolder colours, floral patterns benefitted from men's new adventurous taste in clothes, up just shy of a staggering 1,000 per cent on last year. Ted Baker has been at the forefront of the floral success story in shirts.

Men were also adorning themselves with more accessories, with an upsurge in products across the board. This was seen most notably in man-bags, which showed year-on-year growth across our own range and brands such as Ted Baker and Herschel.

All of these trends reflect a wider movement in men's lifestyles. They are taking greater pride in their personal appearance and embracing a wider range of sporting activities. This was borne out in our sales of sports-related clothing and

footwear. While sportswear generally was up a respectable 11 per cent, the growth in men's sportswear was three times this figure. Nike trainers in bright colours, (blue, pink, red and purple), saw an overall increase in sales of 223 per cent. Interestingly, the top seller here was pink, which increased a very healthy 400 per cent. Sporting events such as the World Cup and the Commonwealth Games, which John Lewis sponsored, also made an impact. In July during the Games the whole sports range increased 20 per cent on last year.

All this evidence combines to show that the dominant trend in men's fashion fits with what we have seen on the catwalks in London and Milan: the rise of what has been termed the 'Yummy' — the young, urban, modern male. Men have never been so stylish. They are seeking out more diverse and individual colours and patterns, and are confident expressing their personalities through their fashion and active lifestyles.



# Two looks that defined the year

## Tailored and slim fitting

### Play your strong suit

Formalwear was in favour in 2014. Men took pride in their looks, and wanted clothes to flatter their physiques, so a return to a tailored cut was a key trend.



### Well-groomed

Sales of shaving products increased across all categories this year. Electric shavers in particular returned to British men's bathroom cabinets, as the modern man went for a clean shaven look. (Sorry, Jeremy Paxman!)

### Boys in blue

The colour of the season was blue in every shade. Indigo, navy, and turquoise were all popular this year. An unexpected hit was the Kin Stamford Tonic Midnight Blue suit. Navy suede shoes were also on trend to match blue suits.

### The bold and the beautiful

Bold colours were en vogue, with orange a popular colour for men's shirts, which saw a huge 360% increase. Men also liked their pink socks as sales increased by 75% and multi-coloured hankies jumped up just shy of 200%. This year colours have sold faster than the staple black, whites and greys.

### Short shorts

Men have been more confident to flash the flesh, as shorts have had a record year in sales. Swimwear in particular has seen a shorter hem.

## Bold prints and colours

### Blossoming prints

Britain's men had a taste for floral prints, with sales blooming at 985% against last year. John Lewis is selling more florals for men than ever before, as brands such as Ted Baker picked up on the trend. In particular, florals have been popular on shirts and swim shorts.



# What he wore underneath

This year's findings uncovered some interesting regional insights into what's in men's underwear drawers. Whether you like your designer boxers or patterned pants, it could all be influenced by where you live.

## North West

Men in the North West prefer posh pants: Armani trunks are the best-seller, with sales up 7% compared to anywhere else in Britain.



## Wales

Welshmen are the UK's fashionistas, with the colour of their pants on trend this year. Blue is the best selling undie colour, which outsells by 21%.



## South West

Breathable comfort is essential for men in the South West, with woven boxers making a comeback this year.



## South East

The South East's men are in the pink, with pink socks a best-seller in this region. Sales are 11% higher compared to the rest of Britain. Men in the South East are also fans of patterned pants, in particular a floral print.



## Scotland

Scots are drawn to bold colours, with bright jersey trunks a best-seller. Staying snug was a priority in Glasgow; men's vests are 5% more popular here compared to other regions.



## North East

Tight trunks are a popular choice for men in the North East. They also like their bright colours, making the distinctive Bjorn Borg trunks one of the best sellers in the region.



## Midlands

Men in the Midlands like their tighty-whities, with traditional slips and briefs 8% more popular than the rest of Britain.



## East

Less is more in Norwich, with Y-Fronts the pants of choice.



## London

Sales of long johns outperformed other regions by 14% in London. Men in the Capital are also partial to pink accessories, with pink boxers and socks best-sellers.

## Chapter Nine

# How We Looked: Beauty and Grooming

## The home spa revolution arrives

The key trend in beauty over the past year has been the growing desire among consumers to take salon-quality treatments into their own homes. Customers are less willing to take time out from their busy schedules to visit specialist spas and salons, and instead are re-creating those treatments in their own time and space.

The boom in gel nails is probably the clearest example of this. Until recently gel nails were seen as a treatment that required specialist knowledge and expertise, but these products have become increasingly popular among our customers. We expect the Nails Inc. Be Gelous range to be a top seller this Christmas. Opulently-coloured nail polishes saw a huge increase, particularly in strong, bright shades. Kits by Red Carpet Manicure were a standout performer, with sales up a staggering 1,339 per cent.

Skincare saw a similar shift towards more professional products and experiences, with customers becoming ever more sophisticated in their demands. Clinique's Sonic System Purifying Cleansing Brush has been a popular product with our shoppers this year, while the Clarisonic Aria Facial Sonic Skin experienced a sales surge with demand increasing by 60 per

cent. Customers are also adding extra steps to their skincare routines, beyond the traditional three-step cleanse, tone and moisturise. The Ole Henriksen brand which includes power peels, enzyme masks and eye gels saw sales increase by 148 per cent, a perfect example of this.

And it's not just the ladies looking to take care of their skin. With the 'menaissance' continuing apace, sales of men's body lotions and creams saw the biggest year-on-year uplift across John Lewis' entire range of grooming products. Male shoppers have also invested in at-home beauty regimes, with both the Clarins Men's Eye Serum and Clarins Men's Eye Balm seeing a six per cent uplift in sales.

Regional variations have yielded some fascinating insights which shine a light on the grooming habits of different areas of the UK. London was the top-selling area for fake eyelashes, but when it came to fake tan the North West led the way, with Liverpool and Cheadle the top performing stores.

When it came to perfumes, this year saw a marked move towards boutique scents. Best sellers this year included Acqua di Parma, Jo Malone and Creed. Fragrances

saw a seasonal peak in March, with Jo Malone and Marc Jacobs the best-selling options for Mother's Day.

There are signs that we've reached the height of the beard trend, as shaving products returned to favour. Luxury shaving gels, oils and creams saw a 15 per cent uplift in sales this year. We have also seen an increase in demand for electric shavers with the Philips Powertouch Shaver leading the charge, sales are up by 169 per cent.



# What was in her make-up bag?

The must-have items in women's make-up bags this year:

- 1

### The mascara

Long, luscious lashes were still top of the beauty agenda with Benefit's They're Real the must-have mascara.
- 2

### The lipstick

Women plump for lipstick, which is outselling lip gloss by two to one. The Clinique Chubby Stick is 2014's most wanted lipstick. Lip liners saw a surge in demand this year, with sales just shy of a 30% increase year-on-year.
- 3

### The nail varnish:

Gelicious nails are a beauty essential, with the Nails Inc. Gel Effect Polish with Plumping Effect a Christmas gift must-have.
- 4

### The concealer

Cover-up essential, YSL Touche Eclat, remains a perennial beauty classic.
- 5

### The hair care

Liz Earle Botanical Hair Shine was the choice product for glossy locks in 2014.
- 6

### The foundation

To create a blemish-free, even complexion the Estee Lauder Double Wear foundation is one of this year's best-sellers.



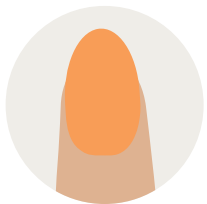
## This year's top nail varnish colours:



We were pretty in pink this year, with fuchsia a nail colour must-have.



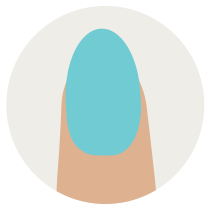
Sultry red returned to our nails and our lips this year.



Shades of orange and coral signalled summer was on its way.



Soft coffee shades of brown were this year's winter warmers for stylish talons.



Return to paler spring shades on the catwalk was replicated in beauty, with baby blue on trend.

# What was in his bathroom cabinet?

The most popular items behind the doors of men's bathroom cabinets this year were:



- 1

### The hair care

Bumble and bumble Sumotech mould was the top choice to create the ultimate salon-finish look.
- 2

### The moisturiser

Smooth skin is top of men's beauty agenda; the Clarins for Men Super Moisture Balm will be found in most bathroom cabinets this year.
- 3

### The deodorant

The Molton Brown Black Pepper stick with its rich spiced scent is men's top choice for 24 hour anti-perspirant protection.
- 4

### The shaving brush

Traditional shaving techniques made a comeback this year with sales of the Kent Badger Bristle Shaving Brush this year's success stories.
- 5

### The shaving cream

Premium shaving gels, oils and creams have seen a 15% uplift, with Sandalwood shave cream a hot favourite.
- 6

### The grooming kit

The grooming must-have is the John Lewis Gentlemen's Grooming Essentials Kit with sales up 111% on last year.
- 7

### The eye cream

Tired, wrinkled eyes were a beauty bug bear for men, with sales of Clarins Men Anti-Fatigue Eye Serum and Clarins Men Line-Control Eye Balm both up 6%.
- 8

### The aftershave

The Creed Aventus moisturising aftershave is this year's preferred post-shaving relief.
- 9

### The wash bag

No man's bathroom cabinet is complete without the Men's Trad Leather wash bag for all those beauty travel essentials.



## Chapter Ten

# What We Left Behind

## Falling from favour

With a year's worth of exciting new trends and crazes, there will always be a few things which fall from favour. This year they were:



### Set-top boxes and DVD players

The range of options for satellite TV and internet TV is increasing, meaning set-top boxes are now in decline. Equally, it is now more common for TVs to come with built-in DVD player, so DVD players are also seeing less sales.



### Napkin rings

While hosting dinner parties is still all the rage, it seems napkin rings may be coming to the end of their life circle.



### Black socks

Men are more and more daring when it comes to their footwear. Black socks have declined in popularity, accounting for 29% of trade compared to 33% two years ago.



### Epilators

With our range of laser hair removal devices becoming ever more popular, the epilator's days could be numbered.



### Tech

#### Camcorders

As smartphone video functionality continues to improve, the video recorder is becoming more and more of a specialist purchase, although a new generation of 'Vloggers' is helping to ensure that it won't disappear completely.



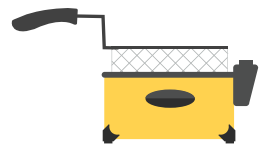
#### iPod docks and speakers

With home music libraries moving to the cloud, how we listen to music in our homes is changing fast. Sound sticks are leaving iPod docks and speakers competing for a smaller share of the market.

### Cook

#### Cake pops

Last year the nation went baking crazy for these cake-styled lollipops, with a little help from The Great British Bake Off. This year, we're a little bored of baking novelty cakes.



#### Deep fat fryers

With the 5:2 Diet and the spotlight on eating a clean and lean diet, health-conscious cooks are giving the deep fat fryer its marching orders.



### Fashion

#### The grown-up's onesie

A fashion phenomenon for 2012-13, the adult onesie may have been a flash in the pan and is now shrinking in popularity.

### Home

#### Photo albums

As the nation's digital photo libraries expand, sales of the traditional photo album have decreased by 19% over the past three years. Meanwhile, photo frames are experiencing a boost in popularity, suggesting there's still a place in our homes for printed photography.



### Beauty

#### Nail art

Nail art is so last season. The latest craze in the nail world is gel nails.



# Chapter Eleven

# How We Will Shop

## Innovation at John Lewis starts with the customer

Innovation is a hotly contested battleground for retailers. When businesses get it right they rise beyond the status quo, delighting customers by anticipating and accommodating their needs ahead of the crowd.

For John Lewis, innovation is a fundamental part of our DNA. John Spedan Lewis, the Partnership founder, broke the mould with his revolutionary idea that all workers should be co-owners and share in the company's success, and this attitude remains integral to the business.

At John Lewis, we ran our first ever technology business incubator, JLAB, to tap into the potential of the incredibly exciting new concepts springing up in the market on an almost daily basis. Technologies from 3D room planners to shop-floor digital engagement and smart labels are starting to make their mark on how the UK shops.

But although the leaps and bounds of technology available for the 21st century shopping experience are breathtaking, we're not interested in shiny technology just for the sake of it. At the core of our decisions is our relationship with customers, whether that's improving service, boosting choice or making shopping more inspiring. With this in mind, what will the shopping experience look like in the next decade and how are we preparing for this now?

### 1. Virtual reality will collide with the physical shop

A few years ago, John Lewis piloted virtual reality technology with our Magic Mirror

in Oxford Street which allowed customers to see 3D images of themselves wearing outfits seen from all sides. With Oculus Rift scheduled to launch in 2015, the next generation of virtual reality experiences is just around the corner. We're now exploring just how far the boundaries of a virtual shopping experience can be pushed. For instance, one day customers might be able to see our furniture range in a virtual version of their living room to help them select a new sofa.

### 2. Our relationship with customers will be even stronger

The my John Lewis loyalty scheme allows us to get to know our customers and their preferences on an individual basis. Our recent investment in JLAB start-up, Localz, whose technology gives customers the opportunity to take advantage of some enhanced services using their smartphone based on their precise location, could take this to the next level. It's all about choice, designed to make shopping easier for those who wish to use it.

For example, it could automatically offer to trigger a customer's Click & Collect order to be picked as they enter the shop to speed up the collection or help customers to navigate their way around one of our shops based on their online wish list.

### 3. Shops will have a hyper-local look and feel

Gone are the days when big brands could churn out a one-size fits-all approach. People are placing growing value on hand-crafted, bespoke artisan products from

local manufacturers.

Shops will increasingly have a local flavour, for example hosting exhibitions by artists from the region or acting as spaces for community groups to meet. Technology will help us share personalised invitations for local events when customers log onto JohnLewis.com.

### 4. Mobiles will act as personal shopping assistants

We expect to see customers using their mobiles in our shops more and more frequently, looking at ratings and reviews, comparing options and crowdsourcing opinions from friends and family. To help, we're developing improved free wifi for all shops. High speed internet connection (potentially 5G or 6G) will also accelerate this trend. And it won't just be customers using apps. We're creating a Partner app to help Partners to use bespoke content to advise and engage with customers.

No matter what path the customer chooses to reach us and how they choose to engage with us, we will make things as convenient, relevant, inspiring and exciting as possible for them. Watch this space.

The John Lewis  
Retail Report

2014

# How We Shop, Live & Look

John Lewis

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