

ADOPT' adopt'

CASE STUDY

—

THE DIGITALIZATION OF A HEALTH
& BEAUTY POINT OF SALES



HMY®

INNOVATION IN RETAIL

STARTING POINT

The advent of the digital era has marked a before and after in purchasing processes. The development of online sales channels and the entry of strong, purely digital distributors into the current ecosystem have driven a major change in purchasing habits, with omnichannel retailing becoming widespread. W

Brands and retailers have had to deal with this reality by adapting their stores to the demands of

buyers. Customer experience has become the focus of any action in the point of sale.

The integration of technological solutions means points of sale are becoming increasingly digitalised with the aim of providing a better shopping experience for consumers, which is becoming a distinctive value for our customers.



ADOPT'

Adopt' is a French cosmetics brand founded in 1986 with an extensive perfumery range.



Adopt' essence is based on the constant search of unique and personalized products. It is a philosophy that has resulted in it developing an extensive perfumery range with almost **150 exclusive fragrances** and new launches every month.

Adopt' currently has **130 stores** in France and approximately **83 franchises**.

The company has also embarked on a major expansion process and plans to open **40 new sales** in France by 2022 and **10 new stores** in China.



THE ROAD TO 2022

To support this new stage in its development and adapt to the new requirements of an ever more demanding consumer, Adopt' has decided to focus on technology in its stores, **putting its trust in HMY as a strategic partner and an expert in pioneering retail solutions.**

THE OBJECTIVE

Transform Adopt's sales area, turning it into an attractive, efficient and highly interactive space. All courtesy of state-of-the-art solutions that enable it to create shopping experiences that provide added value for the customer and the consumer.

THE CHALLENGE

Integrate digitalisation and technology into the current POS concept of Adopt' while respecting its values and identity.

THE FUTURE

Support Adopt' as a strategic partner in its international expansion process, establishing a long-term relationship that ensures the availability of the most appropriate solutions for every moment and scenario.



HMY, AN UNIQUE APPROACH

HMY is the international leader in 360° global services and innovation for the retail sector. A leadership position which, allied with the expertise garnered over the years, means the company is extremely well placed to assist Adopt' with

this global transformation and expansion process.

On this basis, HMY's unique contribution to this project has three pillars:



1

INTEGRATION OF ALL SOLUTIONS

Adopt' has chosen HMY as the leading supplier of digital solutions and **the only company with a 360°** proposition extending from project development to facilities maintenance including consultancy, manufacturing, assembly and maintenance.

In this regard, what sets HMY apart is its **ability to design and implement customised technological solutions** in a sector as complex as Health & Beauty.





2

FROM LOCAL TO GLOBAL

HMY is present in over **160 countries** and manages **15 production units**, of which three are in France and two in China.

Thus, HMY's French production constitutes a real added value which is in keeping with the commitments and expectations of Adopt'. This local production enables HMY to support the customer in France with the remodelling of all its stores and with the implementation of all the new openings planned until 2022.

The **international component of HMY**, and its presence in China, make it the ideal partner to continue assisting Adopt' with its international expansion.

3

COMPETITIVE IN PRICE WITH MAXIMUM EFFICIENCY

Local production facilities and extensive international experience enable HMY to provide **a competitive offer in terms of services**, solutions and costs for its customers.



BUILDING A CUSTOMISED EXPERIENCE

Adopt' required complete integration of technology into its points of sale to create interactivity between product, brand and the end customer. The sensory experience and personalisation which are so important in the world of cosmetics are especially

crucial for Adopt', which boasts an extensive range of fragrances.

Against this backdrop, the aim of HMY's Retail Tech division was to support sales and improve the shopping experience throughout the customer journey.



HOW WAS THIS DONE?

The project has three core stages:



1

**UNDERSTANDING
THE ADOPT' NEEDS
AND GOALS**

2

**DIGITAL
DEVELOPMENT
WITH HMY IT
ENGINEERS**

3

**EXCHANGES,
VALIDATION AND
OPENING OF THE
FIRST POS IN BELLE-
EPINE, FRANCIA**

adopt
MAQUILLAGE DE FRANCE

TOUCHEZ
L'ÉCRAN POUR
TROUVEZ
VOTRE PARFUM



HOW WAS THIS DONE?

Coordinating the project in two areas:

1

**EQUIPMENT OF
CURRENT STORES
WITH HMY'S DIGITAL
SOLUTIONS**

2

**MANUFACTURING
OF FURNITURE
WITH IN-BUILT
TECHNOLOGICAL
SOLUTIONS IN
THE COMPANY'S
STORES IN FRANCE
AND CHINA**

THE SOLUTIONS

HMV has enhanced the shopping experience, creating multichannel strategies in Adopt's physical stores thanks to its integrated digital channels and improving profitability.



A

INSTALLATION AND ADMINISTRATION OF DIGITAL SIGNAGE

10 communication channels were installed by store, which enable customised advertising and the product offering to be shown. Content is managed in tandem with Netipbox, HMY's strategic partner.





B

INTEGRATION OF SPECIFIC INTERACTIVE DEVICES IN THE FURNITURE

Co-design, in partnership with Adopt, of a fragrances wall, which includes a device to assist purchasing. Via a tablet connected to social networks the consumer answers a series of questions about their tastes and the device, by means of an LED animation in the unit, selects three products, which match the customer's choices.

C

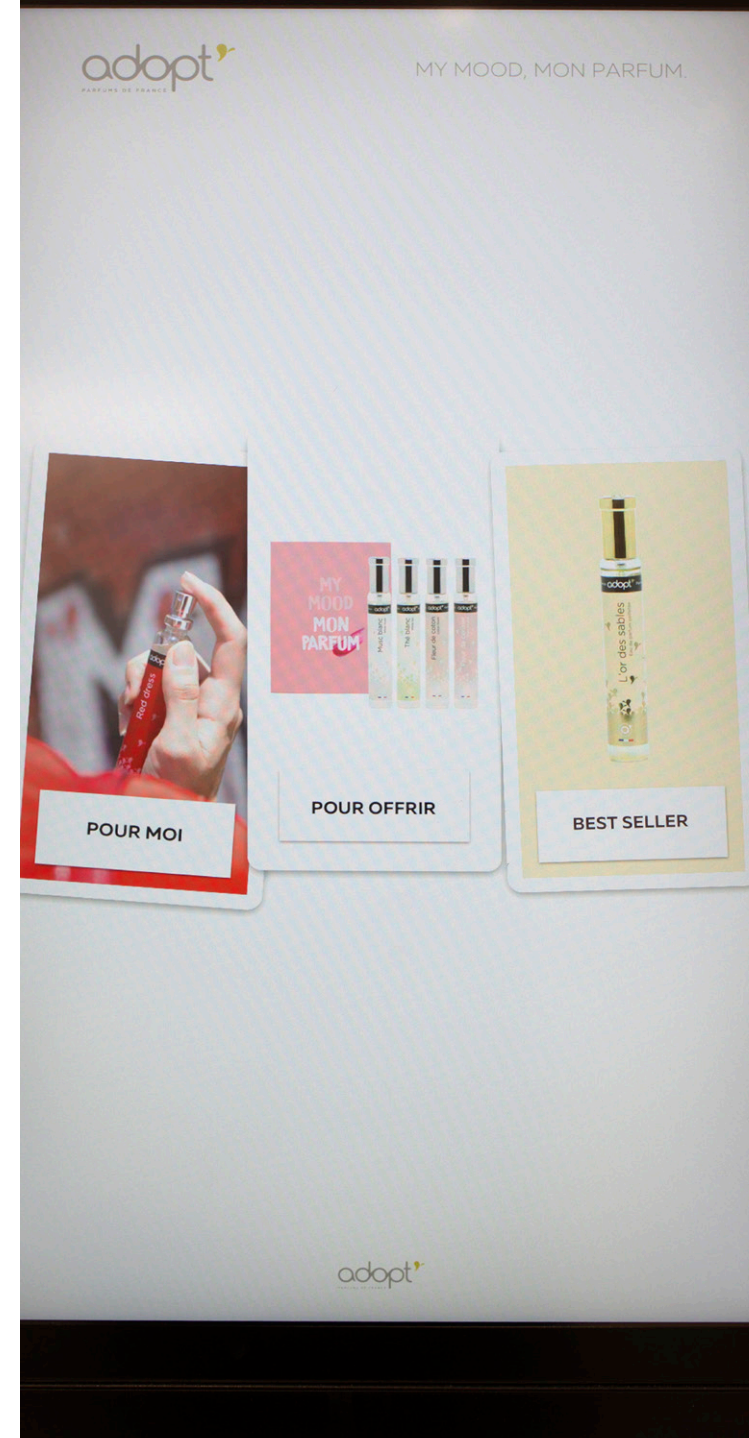
MAKE-UP STATIONS

These tables enable the customer to sit down in front of a mirror and try the products that they have chosen or to call an adviser for make-up or free advice. The make-up stations have cameras which enable customers to take photos of themselves and share their experience on social networks. Below the mirror is a tablet which the customer can use to access tutorials and related sales advice.



INNOVATION

HMY has created digital solutions from scratch. The fragrance wall software, which HMY has already patented, has been custom-made for Adopt', based on idea developed by the Retail Tech division. It is an interactive product adviser based on commitment to the consumer and personalisation of the offering.





EFFICIENCY

Each point of interaction with the customer becomes a potential point of sale. This is why interactive solutions have been integrated with a wide variety of functions which help the customer to enjoy a personalised shopping experience.

The innovation developed by HMY Retail Tech has been designed with efficiency in mind, helping to satisfy current customer needs and contribute to future implementations.

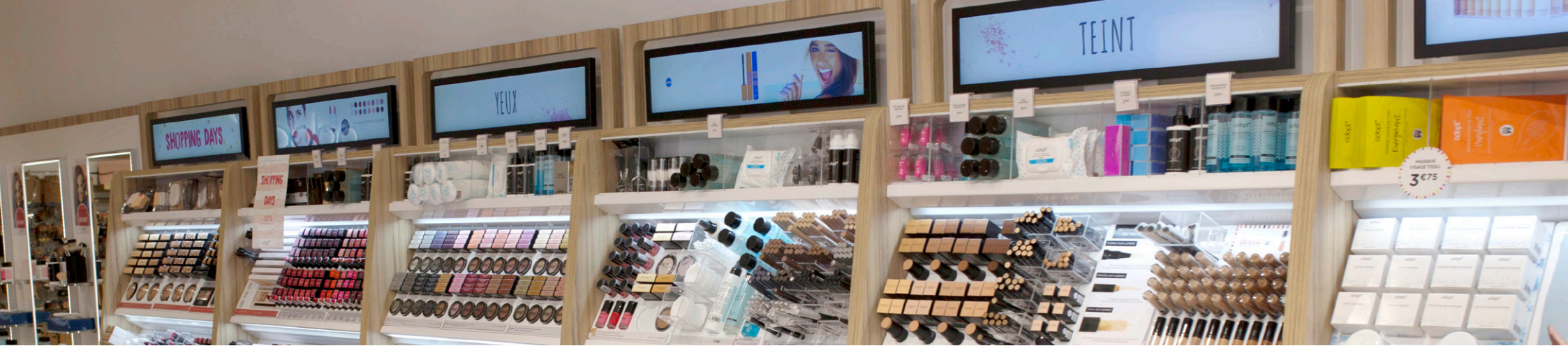
SUCCESS FACTORS, GOALS ACHIEVED

As this is a 360° project, HMY made its entire structure in France available to Adopt', involving multiple departments with the aim of developing a project locally and nationally with a view to exporting it internationally.

Faced with the challenge of integrating digital devices into an established POS model and concept while taking the utmost

care to respect the visual identity of Adopt', HMY's design and consultancy office played a pivotal role. Thanks to the outstanding versatility of HMY's design and technology teams, supported by the expertise of the Health & Beauty division, it was possible to revamp Adopt's stores without the company losing its identity.





LOCAL MUSCLE

HMY has a strong division in France and production with this local component was a key factor for Adopt'.



INTERNATIONAL PRESENCE

HMY has a presence and a production centre in China, Adopt's target market in the coming years, so HMY is positioned as the ideal partner for Adopt's international expansion.



BRAND CUSTODIAN

One of the priorities throughout the project was safeguarding the brand and store image of Adopt' in every one of the integrations and developments.



EXPERTISE

HMY is a benchmark and expert in retail innovation and also has extensive experience in shopfitting for major international Health & Beauty brands.



PERSONALISED DEVELOPMENTS

The consultancy and design services of HMY enable it to analyse the needs of every customer, conceptualising each project from scratch.



INNOVATIVE CAPACITY

HMY's Retail Tech division, which boasts experts in technology and retail, is able to develop flexible innovative solutions which are tailored to each project and customer.

adopt'

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