

THE FABULOUS FACES OF RETAIL: BEAUTY STORE CHAINS



PERSONIFYING YOUR FAVORITE BEAUTY STORE CHAINS

Picture this: a family gathering where everyone is familiar, not a cousin you have to reintroduce yourself to every year. What if your favorite store chains were family members? Let's dive in and meet the familiar faces of retail, unveiling how Boots, Superdrug, John Lewis, and SpaceNK fit into the family dynamic.

"I would describe Boots as 'trustworthy' because they sell quality products and have good customer service." (Female, 49)



"Reliable, because they always have the products I need and their staff is helpful." (Female, 25)

"Superdrug is 'trendy' because they always have the latest beauty products at great prices." (Female, 28)

"I'd say 'cool' for Superdrug, as their stores always seem more relaxed and modern." (Female, 27)

"I'd call John Lewis 'posh' due to their fancy and expensive products." (Female, 49)

"SpaceNK is 'sophisticated' because they offer luxury beauty brands and the store feels exclusive." (Female, 31)

Brands	Adjectives	Motivations/Reasons
 (The Trustworthy Caregiver)	Trustworthy Reliable Caring	Dependable and consistent Wide range of products that meet various needs Knowledgeable and helpful staff
 (High Street Favorite)	Fun Trendy Cool	Modern and up-to-date Appealing to a younger audience Trendy products at affordable prices
JOHN LEWIS & PARTNERS (The Posh and Reliable Aristocrat)	Premium Reliable Luxurious	High-quality products Excellent customer service Classic and elegant Expensive.
SPACE NK (The Enigmatic Trendsetter)	Luxurious Sophisticated Flashy	High-end and premium Sophisticated and somewhat exclusive Unique brands.



Boots

THE CARING MATRIARCH

The dependable aunt or the nurturing mother, Boots is the one you turn to for advice, a comforting hug, or some much-needed medicine when you're feeling under the weather. Boots is the reliable family member who knows just what you need and when you need it.

"They feel like that aunt who's always got a remedy for everything and a kind word to offer." (Female, 35)

"They would be the grandparent who's seen it all and always has a solution." (Female, 41)

 Superdrug

THE FUN SIBLING

Always in on the latest trends and ready with budget-friendly beauty hacks, Superdrug is the one you turn to when you want to try something new without breaking the bank.

"Superdrug is like my younger sister, always up-to-date with what's cool and trendy."
(Female, 28)

"Superdrug feels like a cool sibling, upbeat and full of energy." (Male, 27)

"They remind me of a lively niece, always buzzing with excitement and the latest products." (Male, 52)

JOHN LEWIS & PARTNERS

THE POSH UNCLE

He always arrives at family gatherings impeccably dressed and with a story to tell. He's well-respected, reliable, and perhaps a bit more formal than the rest, but always there with a thoughtful gift or advice.

"They're the rich uncle with a touch of class, always bringing the best gifts." (Male, 38)

"John Lewis feels like that wise uncle, dependable and full of wisdom." (Female, 49)

"They would be the grandparent who's been around forever, offering wisdom and good quality." (Female, 44)

SPACENK

THE MYSTERIOUS COUSIN

The enigmatic cousin who rarely shows up but when they do, they make a statement. Often associated with luxury and a hint of mystery, SpaceNK brings an air of exclusivity and refinement to the family gathering.

"SpaceNK is like that distant cousin who suddenly appears with lots of stories from abroad." (Female, 28)

"SpaceNK is like the wealthy cousin with access to all the best stuff." (Female, 34)

WHAT MAKES THE CUT

Accessibility vs. Exclusivity

Boots and Superdrug are seen as more accessible, often viewed as everyday essentials that are easy to reach and affordable. In contrast, John Lewis and SpaceNK are positioned as more exclusive, focusing on luxury and a premium shopping experience.

Tradition vs. Trendiness

John Lewis is rooted in tradition, offering timeless quality, while Superdrug captures the spirit of modernity and trendiness. SpaceNK strikes a balance with its luxurious and exotic offerings, appealing to those seeking something different.

Emotional Connections

Boots creates emotional ties through its reliability and care, akin to a trusted family member always ready with guidance. Superdrug evokes a sense of excitement and vitality, while John Lewis brings about feelings of respect and sophistication. SpaceNK ignites curiosity and a desire for novelty.

THE RELIABLE ALLY

Boots has long been a staple in the retail world, serving as a reliable source for everything from cosmetics to medications. Customers often cite Boots' trustworthiness and comprehensive product range as key motivators for their allegiance.

"Their loyalty schemes and frequent discounts keep me coming back. It's like they're rewarding me for being a loyal friend." (Male, 38)

"Their staff are incredibly knowledgeable. It makes shopping there a breeze." (Female, 31)

Despite its reliability, some consumers find Boots' to be a bit steep, especially when compared to budget-friendly alternatives.

"I wish Boots would offer more discounts. Their prices can be a bit high at times." (Female, 27)



THE TRENDY CONFIDANT

Superdrug appeals to those looking for the latest trends without breaking the bank. Its affordability and modern product offerings make it a favorite among younger shoppers.

"I love that Superdrug offers trendy products at affordable prices. It's like having a fashionable friend who doesn't judge your budget." (Female, 28)

"The vibrant and youthful vibe of Superdrug makes shopping there exciting." (Female, 37)

"They always have cool new products to try. It's like a playground for beauty enthusiasts." (Female, 31)

While Superdrug's affordability is a major draw, some shoppers express concerns about the quality of certain products.

"I love the prices, but sometimes the quality doesn't match up." (Female, 28)

"I've found a few products that didn't live up to expectations." (Male, 27)



THE SOPHISTICATED MENTOR

John Lewis stands as a beacon of quality and sophistication, attracting those who value luxury and exceptional service. It's the go-to for consumers seeking premium products.

"Their customer service is unmatched. I feel like royalty every time I step into the store."
(Female, 44)

"For special occasions, I head to John Lewis. It's where I find unique and high-quality gifts." (Female, 49)

John Lewis is renowned for its quality, but its premium pricing can be a barrier for budget-conscious shoppers.

"Their products are fantastic, but I wish they were more affordable." (Female, 44)

"For everyday items, I look elsewhere due to the higher costs." (Male, 36)



THE EXCLUSIVE CONNOISSEUR

SpaceNK caters to those with a taste for luxury and exclusivity. Its curated selection of high-end beauty products makes it a haven for discerning shoppers.

"SpaceNK offers brands that are hard to find elsewhere. It's a treasure trove for beauty aficionados." (Female, 34)

"I love the exclusivity of their products. Shopping there feels like a special treat." (Female, 28)

"SpaceNK is where I go for luxury beauty products that make me feel pampered." (Female, 31)

SpaceNK's luxury appeal is undeniable, but its high prices and exclusive product range can deter some shoppers.

"I love the products, but I can't always justify the expense." (Female, 34)

"SpaceNK is amazing, but it's not in my budget for regular shopping." (Female, 28)



EMOTION AND EXPERIENCE LINK: THE HEART OF BEAUTY RETAIL LOYALTY

Shopping is not just about transactions; it's about experiences and emotions. Let's explore the significant moments that have shaped consumers' perceptions of these store chains and how they influence loyalty.

Ultimately, the emotional and experiential aspects of retail create a rich tapestry that influences consumer decisions and brand perceptions.

Whether it's the joy of discovering a new product or the reassurance of finding a trusted solution, these experiences make retail more than just shopping—they make it a part of our lives. So, the next time you step into your favorite store, remember the stories and emotions that shape your journey.

Happy shopping!

THE FABULOUS FACES OF RETAIL: BEAUTY STORE CHAINS



For more...
www.twentify.com/shoppingdiaries