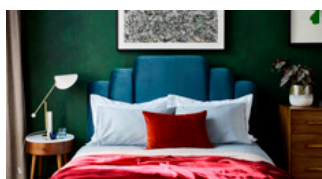
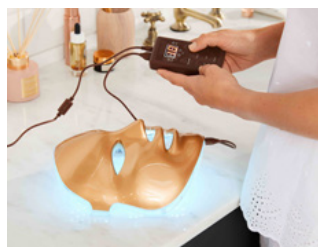
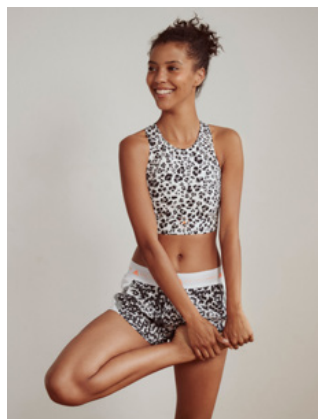
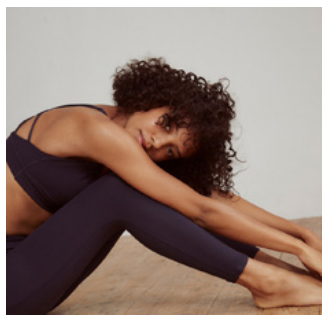


HOW WE SHOP, LIVE AND LOOK 2020



JOHN LEWIS
& PARTNERS

2020

THE YEAR THAT CHANGED EVERYTHING



There's no question. 2020 will be remembered as the year that changed everything. The global Covid-19 pandemic has transformed every aspect of our lives: how we shop, live, socialise and work.

It has been a year in which people's homes truly became their castles. We couldn't venture out into the world, so we brought the world into our homes. We've stayed in, hunkered down, decked out and spruced up our living spaces.

As well as reconfiguring our living spaces as offices, schools and gyms, we've treated ourselves to new technology, from coffee machines to TVs. We've rediscovered forgotten pleasures such as letter writing. And we've freed ourselves from the tyranny of the waistband by embracing comfortable clothing.

No-one chose to have the year we've had. But we've accepted these changes with pragmatism and humour. We've brought holiday vibes to our gardens by buying pizza ovens and paddling pools. And the lockdowns have caused what we're calling the Netflix Effect. Sales of chess sets soared as The Queen's Gambit grew in popularity; berets rocketed due to Emily in Paris; and sales of floral wallpaper and patterned upholstery leapt thanks to The Crown. Homes have become castles, indeed.

At John Lewis we've adapted too. In March, when we closed our shops for the first time in our 150 year history, we brought our services online to ensure our Partners continued to deliver support to customers in their homes. We also added extra capacity to meet the additional online demand. We were delighted to welcome our customers back into our shops when we reopened this year.

This year we've all become more aware of how we can play a meaningful role in our communities. The world today is a very different place than it was in January. It's clear that many of these changes are here to stay.

SIMON COBLE

Trading Director for John Lewis

HOW THINGS HAVE CHANGED...

MEN'S MAKE UP



Men's makeup went mainstream following War Paint for Men's successful pop up at John Lewis Oxford Street. We launched War Paint for Men online after demand was more than 50% higher than expected instore.

DATE NIGHT?

Date night in a fancy restaurant was off the agenda for this year's Valentine's Day with many using it as an excuse to throw a party. Valentine's themed decorations were up 23% including Valentine's heart bunting and heart-shaped confetti filled balloons.



THE ART OF LETTER WRITING



Lockdown saw many of us take up the art of letter writing to stay in touch with loved ones and sales of calligraphy pens were up +406%, notecards and writing sets were up +227% and writing stationery was up 85%.

2020 : YEAR OF THE RAINBOW

Bright colours dominated homes and wardrobes across the country as Brits embraced the rainbow as a sign of resilience and hope in support of our NHS and key workers. Sales of women's fashion lines featuring rainbows doubled at John Lewis while rainbow crafting kits to keep kids entertained flew off the shelves and sales of rainbow jigsaw puzzles were up 575%.



FREED OURSELVES FROM THE TYRANNY OF THE WAISTBAND



We freed ourselves from the tyranny of the waistband and we became comfortable keeping it casual. With many of us working from home, sales of loungewear and leggings rose by 1,303% compared to May 2019.

BREAKFAST TAKES CENTRE STAGE

Breakfast became the most important meal of the day with more of us taking the time to sit down and enjoy a morning feast with our nearest and dearest. John Lewis sold out of egg cups online in June, while sales of Le Creuset butter dishes were up 107% and John Lewis espresso makers sales were up 12%.



HOLIDAY AT HOME



With many unable to get away for their summer break, customers brought the holiday vibes to their gardens with sales of paddling pool & inflatables +156%, swingball sets, beach toys and garden games +108% and self-tanning products up by 45%.

WE TURNED OUR HOMES INTO CASTLES

As the country began to adapt to life post-lockdown, we saw a surge in customers looking to revamp their homes and wardrobes with bookings for home design and personal styling appointments soaring at John Lewis.



CHRISTMAS CAME EARLY



Christmas came early with the earliest ever launch of the John Lewis Christmas shop. Christmas sales at John Lewis were up +112% vs 2019 in the last week of September. Sales of Christmas trees and decorations were up +232% and +156% respectively.

THE GREAT OUTDOORS

Following new social distancing restrictions in some parts of the country, John Lewis saw women's outerwear up 153% compared to September as well as strong sales of outdoor heaters which were up 1,625% and pizza ovens sales were +348%.



GAMING NEWBIES



Demand for gaming soared this year and November saw record breaking product launches from Playstation and Xbox. Virtual Reality has also seen high demand and sales of Oculus are up 280%.

TREAT YOURSELF

It's clear that we have been treating ourselves in the run up to Christmas with new TVs, Dyson Airwraps and Apple AirPods in high demand. Sales of dresses in shops were also up 529% in the first week of December with many of us preparing to celebrate the festive season in style.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

THE NETFLIX EFFECT

PATTERNED UPHOLSTERY

Chintzy floral curtains and patterned upholstery sales were up 20% in November, following the launch of Series 4 of The Crown.

20%⁺



This year, we have had to make the most of many a night spent 'in', from making these more enjoyable with homemade feasts or treating ourselves to new cushions for the sofa, our living areas have become our sanctuaries.

We spent hours binge-watching our favourite shows on Netflix and 2020 saw chess sets jump 121% as the Queen's Gambit encouraged check mate, while sales of berets soared 65%, a firm favourite of Emily in Paris. The release of the new series of The Crown saw sales of chintzy floral curtains and patterned upholstery up 20% since mid-November.

CHESS SETS

2020 saw chess sets jump 121% as the Queen's Gambit encouraged check mate.

121%⁺



"This has been the year that we've seen customers opting for the 'classics' with high demand for Monopoly and Scrabble as we sought for ways to keep busy during the lockdowns. The release of the Queen's Gambit in October saw many of us inspired to brush up our checkmate skills and demand for Chess Sets soared with over double the sales in comparison to the same time last year."

NICOLETTE KELLEHER

Assistant Buyer, Toys, John Lewis

BERETS

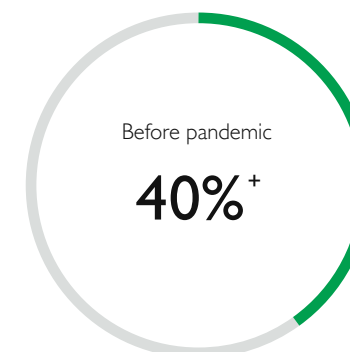
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65%⁺

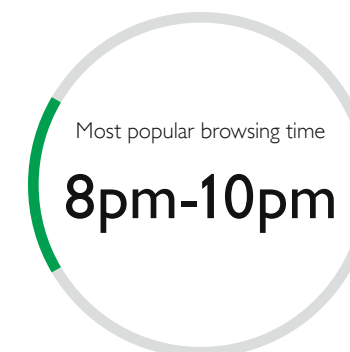


HOW WE SHOPPED

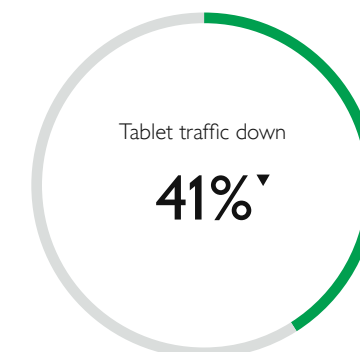
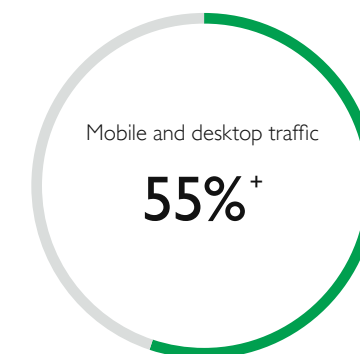
We have all been shopping online more this year and online sales at John Lewis now accounts for 60-70% of sales, before the pandemic it was 40%.



However, many of us are still using our evenings for online browsing with 8pm - 10pm proving to be the most popular time to browse JohnLewis.com.



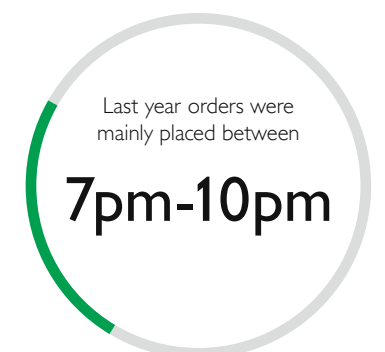
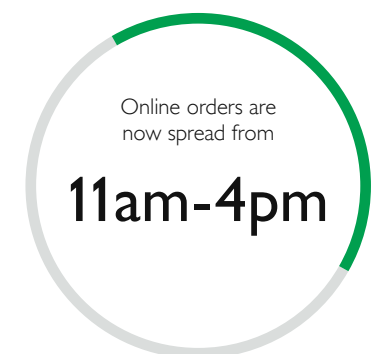
We have been using our mobiles and desktops more for online shopping this year with traffic up 55% and tablet traffic down 41% compared to last year.



Many of us opted for home delivery this year with 25% more John Lewis orders being delivered to our front doors compared to 2019.



As the daily commute has become a distant memory, online orders on JohnLewis.com are now spread throughout the day from 11am - 4pm compared to last year when orders were mainly placed between 7pm - 10pm.



2020 also saw a surge in online food shopping and weekly Waitrose.com deliveries have almost quadrupled since the start of the year.



WHAT FLEW OFF THE SHELVES

FITNESS TRACKERS

Keeping fit and getting active at home saw athleisure sales and workout equipment soar and sales of [fitness trackers](#) and smart watches are up 64% compared to 2019. We also launched Peloton concessions in John Lewis shops in response to this trend.

64%+



COFFEE MACHINES

At home baristas brewed up a storm with coffee shops closed across the country. Sales of [coffee machines](#) were up 22% at John Lewis and Waitrose also reported sales of barista style alternative milks were up 64% from the beginning of the year to early July led by oat milk (+113%) and soya (+26%).

22%+



BREAKFAST ITEMS

Breakfast became one of the most important meals of 2020, as families took the time to sit down and enjoy the first meal of the day together. [Honey drizzlers](#) and [toast tongs](#) flew off the shelves and cereal bowl sales are up 36% this year as this trend has stayed with us. Waitrose has reported 'Morning Goods' are up 6% this year compared to 2019, driven by sales of crumpets and muffins which are up 29%. Roast and ground coffee sales are also up +7.6% and tea sales are up 7%.

TVS AND PROJECTORS

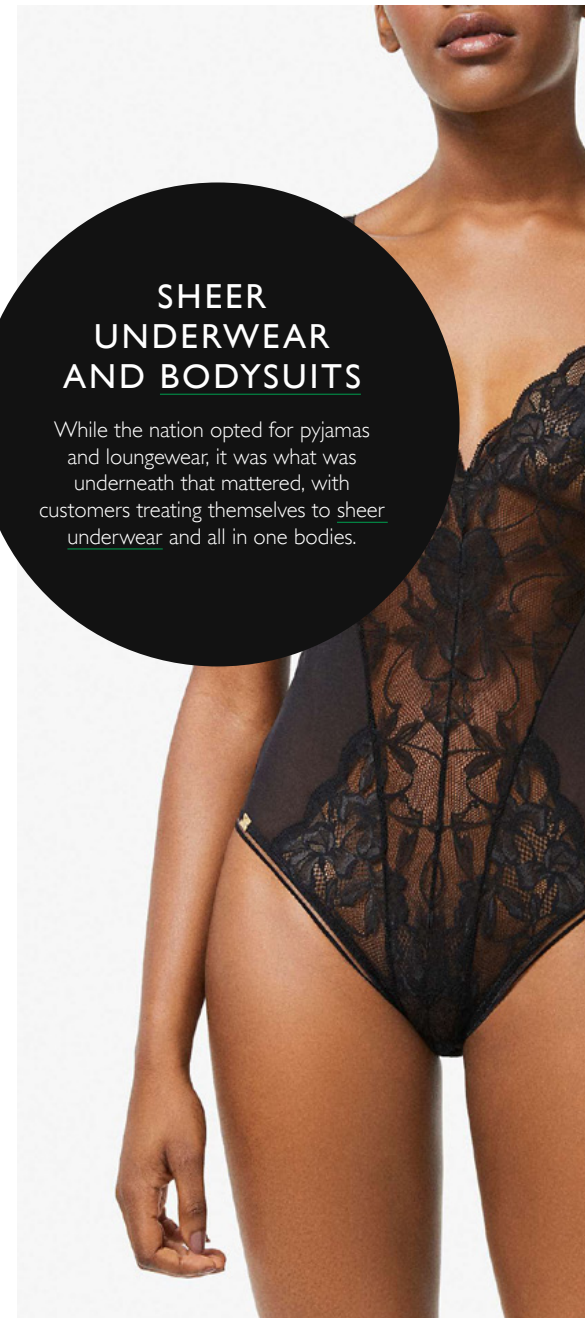
Staying in became the new going out and sales of [TVs](#) were up 45% since March.

45%+



SHEER UNDERWEAR AND BODYSUITS

While the nation opted for pyjamas and loungewear, it was what was underneath that mattered, with customers treating themselves to [sheer underwear](#) and all in one bodies.



NOSTALGIC TOYS

We sought for new ways to keep the kids entertained and introduced them to the toys of our childhood. Sales of [Scalextric](#) were up 100% in November compared to October.

100%+



RENTED FURNITURE

Following a successful launch with furniture rental service Fat Llama, 86% of the [products](#) were rented out in the first 48 hours.

86%+



SAD LAMPS

Taking care of ourselves has become a key priority for many this year and John Lewis has seen [SAD lamp](#) sales up 81% since January.

81%+



BEAUTY TECH

This year, we took our beauty regime into our own hands and John Lewis saw sales of the [MZ Skin Light-Therapy Golden Facial Treatment Device](#) were up 178% in November compared to October.

178%+



HAND CREAM

Hand sanitisers dried out the nations hands and nourishing [hand cream](#) sales were up 17% uplift since March 2020.

17%+



SLIPPERS

Keeping cosy was top of the agenda for many in 2020 and sales of [slippers](#) grew 48%.

48%+



WHAT WE STOPPED BUYING



GOING "OUT OUT" HANDBAGS

56% ▼



As staying in became the new going out, clutches and small party bags sales fell 56% this year.

ALARM CLOCKS

38% ▼

Lockdown saw many of us putting our rigid daily schedules aside and sales of alarm clocks fell 38% at John Lewis as we adapted to a more relaxed routine.



IRONING BOARDS

26% ▼

With the nation told to work from home, the need to look smart fell by the wayside and sales of ironing boards fell 26% in March alone.



HIGH HEELS

62% ▼

Customers opted for comfortable footwear such as slippers and trainers during extended periods spent at home and sales of court shoes have fallen 62% since February.



CAMERAS

31% ▼

With travel and special occasions put on the back burner for 2020, sales of cameras fell 31%, with many relying on their phones to capture their lockdown memories.



LUNCHBOXES

20% ▼

Working from home saw us spending more time making homemade lunches and sitting down to enjoy a meal at home. Lunchbox sales are down 20% this year.



LIPSTICK

54% ▼

Government guidance to wear face coverings saw sales of lipstick down 54% but saw sales of mascara lift.



SUITCASES

69% ▼

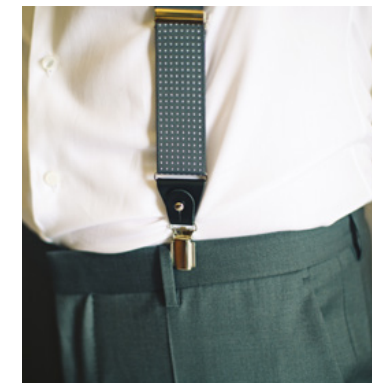
The ongoing pandemic put many holiday plans on hold and demand for suitcases dropped 69% this year.



FORMAL BRACES

58% ▼

Keeping it casual saw sales of formalwear topple with cummerbunds down -83%, braces -58% and armbands -60%.



WHAT'S TO COME IN '21 ?'

A baby boom and more love and care for our homes, wellbeing and the planet.



COLOUR SPLASH

Splashes of colour are set to dominate our wardrobes, homes and even makeup next year as many of us will continue to playfully use colour to lift the mood.

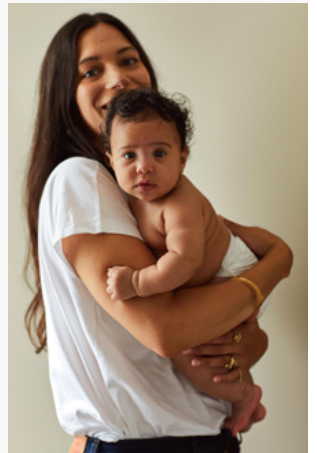
WE'LL BE MORE INVESTED THAN EVER IN OUR PLANET

2020 has made us all more mindful of those around us and the planet we live on. With the circular economy set to continue, we expect reuse and recycle to remain top of the agenda. When the John Lewis Partnership asked a sample of customers about their priorities in summer 2020, a third said that when considering the ethical credentials of a purchase it's most important the brand they're buying from can demonstrate these across its whole business, a third said it's more important the product being purchased meets their ethical standards.



2021 BABY BOOM

Searches for 'new baby' on JohnLewis.com were up 274% in December as new parents have been preparing to welcome a new addition in 2021. November and December have also seen high demand for nursery appointments as parents-to-be have been getting their homes ready for their new arrival.



EMBRACING SWEDISH STYLE LIVING

Our outdoor areas have never worked so hard for us and this trend will continue into 2021 as we embrace the Swedish style of living and utilise our outdoor spaces all year round. We'll be entertaining in the garden more than ever next year with plans to launch outdoor TVs and expand the offering of gourmet cooking appliances. John Lewis recently launched hot tubs due to overwhelming customer demand.



BIG SCREENS & LIFESTYLE TVS

2021 will see continued demand for 75"+ screens and projectors as people look to recreate the cinema experience and the delayed Euros and Olympics will see many hosting at home.



CASUALISATION CONTINUES

Next year will see more fashion brands focusing on loungewear and athleisure as customers opt for more casual attire when it comes to their day-to-day wardrobe choices.



WFH FULL TIME

2020 saw most of the population trialling working from home for the first time and this trend is showing no sign of slowing for 2021.

With many looking to create an optimised working environment, we expect to see more of us purchasing new office equipment as well as updating our existing technology and even creating new areas in their gardens to work from.



ALL ABOUT THE ZZZZS

Sleep is set to remain at the top of the wellness agenda with more brands entering the market and sleep assistants set to be big for 2021. We will continue to invest in bedding, pyjamas and our sleeping areas for the ultimate night's kip.



CELEBRATING DIVERSITY & INCLUSIVITY

2020 saw a raised commitment from the John Lewis Partnership to build a truly inclusive business and work with brands which promote and celebrate diversity and inclusivity. John Lewis saw strong demand for hosiery brand [Sheer Chemistry](#) when it launched in November 2020 and there are plans in the pipeline to work with more brands which celebrate diversity, quality, value and authenticity for 2021.

WANT TO KNOW MORE?

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