

4 more ways {you know} your customers have changed since we last looked...

New Rituals

January always been a time when we think about new beginnings. This year a restrained January is enforced, even though there was no excessive Christmas party to get over. We focus on our resolutions and new budgets To many, this one feels a bit sluggish. Its fine if you find, that as we squeeze in a lock down before a vaccine.

So
Hold on in there...

New Behaviours

There is no novelty to video workouts in the lounge room. Joe Wicks is starting up again, we know the drill, we've got this one covered. The TV aesthetic is Zoom

So
Home goods, Luxuries fine foods. Forget clothing, comfort and loungeware is here for a second spring season.

New Hardware

The home office was tidied up a bit, you then purchased a good desk and a comfortable office chair. Now is the time to get real about a home office that functions for all, including the homeschool kids. The style mags are full of ideas for the multi-generation home office.

So
One upon a time Hardware was a store. They are still open this lock down and operating online.

New Sensitivities

We are now in lockdown 3.0 and increasingly hardened to the reality. Political issues that had unfortunately been put to one side are finding new channels in the mainstream. Netflix has reinvent the period drama as a multiracial genre.

So
Include.

