

## Context

### Conceptual foundation

#### ✓ Retail apocalypse

(Helm et al. 2020) -> **Bankruptcies, employment destruction and growth slowdown**

#### ✓ C2C consumption practices are soring

(Belk, 2010; Botsman et Rogers, 2011; Decrop, 2017; Padmavathy, Swapana, Paul, 2019; Schor, 2014; Zervas, Proserpio, Byers, 2017)

#### ✓ C2C consumption practices are also gradually institutionalizing

(Acquier, Carbone et Massé, 2017; Chaney et Ben Slimane, 2014; Di Maggio et Powell, 1983; Humphreys, 2010; Meyer et Rowan 1977; Scaraboto et Fischer, 2013; Suchman, 1995; Schor, 2014; Scott, 1995; Zucker, 1977)  
-> **Legitimacy of C2C consumption practices**  
**'Taken for granted'**

Work in Progress

## Preliminary findings

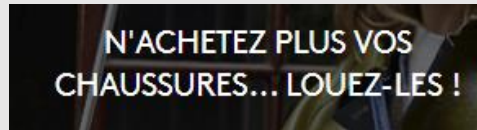
LES CHIFFRES FOUS DE LA FRIPERIE NUMÉRIQUE VINTED EN FRANCE  
HTTPS://WWW.BFMTV.COM/



Vestiaire Collective

### As institutionalization of C2C consumption practices

### Mimetic constraints of retailers' practices

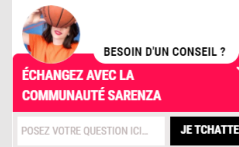


*'It would be interesting, not so much to sell our customer's clothes as to help them empty their wardrobes'* (Innovation Director – fashion)



SHEIN

IDTROC UN GESTE RESPONSABLE



### Transformation of retailers' practices

## Research Contributions

Transformation of retailers' practices

More proximity  
More conviviality  
More service

Augmented retailers' practices  
New B2C practices

### Limitations

Only in the fashion field  
Only in France

### Ideas for future research

Double recuperation loops between the C2C and B2C markets

## Methodology

### Qualitative research

France -> May 2013 et May 2020