



Originally people traveled because they were looking for something to eat or because it looked like something was going to eat them. The idea of traveling for pleasure is quite new, less than 200 years. But from the very beginning vacationers have been asking two questions... "where should we eat and where should we shop?" So I thought it was only appropriate that Travels & Traditions take a look at the story of shopping.

These days the world epicenter for shopping is New York City. It is the place to see shopping in all its forms. You can shop in Bergdorf Goodman... a palace of American fashion. It was originally designed to look like a series of apartments so customers could see what the clothes would look like on them when they wore them at home or perhaps even more important when they wore them to someone else's home.



You can shop in an elegant boutique like Akris, where Swiss designer, Albert Krimler presents his classic work—timeless fashion that has become a favorite of well-dressed women throughout the world.

You can shop at an auction house like Sotheby's, where they have been reshuffling the good stuff for two hundred years. You can shop for one of Donald Trump's million dollar apartments. But you'd better shop.

At the beginning of the 20th century, most of the lawmakers in Washington represented rural areas and had little understanding of the nation's new industrial strength or how the economy worked. In 1915, a group of businessmen came together with the hope of bringing a little reality to the nation's capital. They decided that what was needed was an unbiased not-for-profit organization that would study economic trends and report the findings to the public. That organization, now known as The Conference Board, conducted the first cost-of-living indexes in the U.S.

Today, it's monthly Index captures the mood of American shoppers and how they feel about the economy. It is followed not just by businesses but by Wall Street, where one single number can lift the stock market or send it reeling. Manufacturers, retailers, banks, the media and Government policy-makers routinely follow the Conference Board barometer, which tells us in advance how families will be

spending their money.

If we are fearful about the future we stop shopping, which hurts the economy, which makes us more fearful about the future. So we shop even less, which is why government and industry are always telling us that everything will be fine if we just keep shopping.

But where and when did all this shopping get started? And why do we shop the way we do?

MEN ARE FROM HOME DEPOT WOMEN ARE FROM WALMART

In the beginning there was no shopping; just hunting and gathering. Men did most of the hunting and women did most of the gathering. And they did things very differently. Guys wanted to get what they were after and get home as fast as possible. Researchers believe that early man hunted only three times a week and each time lasted only 45 minutes. Women were the gatherers... they gathered in groups for long periods of time, and they exchanged valuable information during the process. Keep an eye on the bears, they'll show you where to find honey. Skip the bananas when they are green, they'll give you a stomach ache. For women it was about detail, and sharing, and there was no big rush. Today's industrialized societies have replaced hunting and gathering with shopping.



Most men shop the way their ancestors hunted. They see shopping as something they need to do in order to get on to something else. It's about meeting some immediate need. They don't see shopping as a valuable activity that gives them a sense of accomplishment.

Women on the other hand, tend to shop the way their ancestors gathered. They see shopping as a serious activity that gives them a clear sense of achievement. But there is also a biological explanation for the difference in the way men and women shop. Men and woman have different brain structures.

Most women have more brain per ounce of body weight than men. In addition, the connections between the two sides of the female brain are better developed. That appears to give women the ability to deal with more detail than men. Women can take in more of what's going on, process that information

more effectively, and communicate their findings with greater speed and accuracy.

Faced with an environment that is filled with thousands of things, a woman can pick out what is important and respond quickly, and she can do that while she is surrounded by screaming children, an extraordinary skill and central to the survival of our species.

Men seem to deal with the world in a much more compartmentalized way. When we look back at the time when we were hunter-gatherers we tend to celebrate the strength, the skill and the daring of male hunters rather than female gatherers, but the truth is that the hunters only brought in 15 percent of the food that was necessary to survive. The other 85 percent came from women gathering.

The only place where men shop like women and women shop like men is on the internet. Men wander into cyberspace like women into a department store. They go from one department or screen page to the next... just looking. Women shop the internet much more like men in a traditional store. They check out what's available, determine that the price is appropriate, add it to their virtual cart and get out.



MONEY COULDN'T BUY YOU LOVE OR MUCH ELSE

These days, most people want to make as much money as they can and use almost all of it to buy things. But for most of human history, people had the opposite approach. Almost everyone lived close to the land and survived on what they could grow and make themselves. It wasn't that they didn't love things; the problem was that there were very few things that money could buy. No one dreamed of a wallet filled with cash, or a fat 401k. They dreamed of having lots of land that they could farm, fish, and hunt.

Unfortunately, it was almost impossible to be completely self-sufficient. You needed money for taxes, and the things you couldn't make yourself. So markets opened up and you traded the surplus from your land for money.

Next came the great trading fairs. By the mid-1400s there were hundreds of fairs all over Europe. Each fair was under the control of a powerful family. They set the tone of the fair, made it a safe place, protected the roads leading to the site and collected fees for running the event. After a while, the kings, and dukes, and money men who ran the fairs decided that life would be more convenient if they all lived in the same neighborhood. So they moved their homes to be near each



other and in the process they ended up building the great power centers... London, Paris, Rome.

It was during this time that fashion became important, not only to the nobility, but to the general public. Cities filled up with craftsmen... tailors, boot makers, and jewelers were making great stuff. Of course, they had been making great stuff for hundreds of years but they had always been making it inside someone's palace. Most people never saw the great stuff. Buying things suddenly became a public activity.

The next important development in the history of shopping was the introduction of "small change". Sounds like a small thing but it was huge. It made it possible to purchase things that were low priced. During the Middle-Ages, the most common coin, and for a long time, the only coin was a silver penny. However, if you stopped into a tavern to buy a beer and you paid for it with a silver penny, it bought you a gallon. Small change was a big change and the number of transactions quickly increased.

FAR-FETCHED IDEAS

If you were going to pick out a specific time and place when the sale of things turned into shopping, your best bet would be London during the hundred years between 1550 and 1650. Three things happened. The population of London went from 60,000 to 400,000... so you had lots of people. But it was not just about numbers. Many of those people were rich, so there was a concentration of money. More people with more money demanding more stuff... the critical mass for the birth of real shopping had been reached.



In London, Paris, and Rome and the other cities where there was a great concentration of money and power the most impressive things to buy were those that had been imported. Sellers described imported things as "being fetched or "far-fetched".

London became the hot spot for *far-fetched* goods. Dealers came to London from all over Europe offering silks from China, glass from Venice, linens from Flanders, and furs from Russia. Today, New York is the place for far-fetched goods.

NEW STUFF FOR OLD MONEY

For most of history, everything that was available for sale was made by hand which was usually slow and expensive. The Industrial Revolution that took place in England during the second half of the 1700s changed that. Suddenly, machines were producing things on a mass scale and at lower prices than ever before.

More people started making more money. More things, and more money, meant more shopping. In 1781 the firm of Asprey was founded and soon became a perfect example of the shop designed for the serious upscale shopper. It bridged the space between the old money customer who expected the craftsman to come to his country castle and the new money customer

WHERE TO SHOP

SOTHEBYS

1334 YORK AVENUE
NEW YORK, NY 10021
TELL: 212-606-7000
WWW.SOTHEBYS.COM

eBAY

WWW.eBAY.COM

BROOKS BROTHERS

666 5TH AVENUE
NEW YORK, NY 10103
TELL: 212-261-9440
WWW.BROOKSBROTHERS.COM

LE BON MARCHE

24, RUE DE SEVRES
75 007 PARIS
TEL: 01-44-39-80-00
FAX: 01-44-39-80-50
WWW.BON-MARCHE.FR

HENRI BENDEL

712 5TH AVENUE
NEW YORK, NY 10019
TELL: 212-247-1100

ANTHROPOLOGIE

85 FIFTH AVENUE
NEW YORK, NY 10003
TELL: 212-327-5885
WWW.ANTHROPOLOGIE.COM

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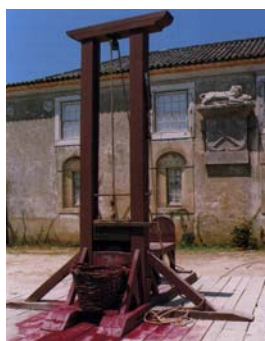
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who wanted the same quality craft work but wanted it to be easily available in London. Asprey had its own team of craftsmen and most of them worked above the store.

The people with the new money wanted to buy the same good stuff as the people with the old money. But the people with the old money didn't like that. I mean, after all, if someone can have the same stuff as the King, just because they had money, then what was the point of being King? That was the atmosphere in London and it was pretty much the same in Paris. The stores with the new stuff wanted to sell it but only to the people with the old money.



The French Revolution, however, changed things. The extensive use of the *guillotine* during the revolution eliminated a large number of upscale shoppers and altered the retail climate.

The French Revolution had an amazing effect on shopping. Manufacturers of luxury items who for centuries had earned their money by selling to the aristocratic families of Europe were suddenly offering their goods to anyone who could afford them. The London shops were slow to accept the idea of new money and while they were busy resisting, Paris opened up and became the new shopping capital of the western world.

Today the Anthropologie stores throughout the United States reflect the new attitude. The environment has a sense of adventure and found treasures. The customer is invited to wander through different environments that connect them to distant places and the past.

LIBERTY, EQUALITY AND A GOOD DEAL

These days, we expect to see a price tag on things. But it was the shops of Paris that accepted the idea of putting a fixed price on merchandise long before most other cities. It made shopping even easier. You could check the price tag, skip the bargaining and get right to the buying.

Paris was also the place where the department store got started. In 1859, an entire building designed just for shopping was opened. It was called *Le Bon Marche*, "the good deal". Department stores began to show up in cities all over the world, but it was the introduction of ready-to-wear clothing that made them the great retail establishments they became.

The man most directly responsible for the introduction of ready-to-wear was Henry Sand Brooks of Brooks Brothers. Many of his customers were sea captains and not in town long enough to go through the multiple fittings necessary for a traditional custom-made suit. Brooks had a few days to make a few alterations and that was it. Of course, having ready-made suits meant that not everything in your inventory would sell. You'd



end up with leftover stock, so it was a scary idea for most shopkeepers. But in the end you did much more business and made lots more money

ATTENTION SHOPPERS

The 20th century introduced the golden age of shopping. People learned that shopping was a leisure time activity and that going into a store with a specific idea of what you planned to buy was not an essential part of the experience. Just looking became the national pastime. But if you did buy something you had to bring it home.



In 1907, Walter Deubener, a St. Paul grocer noticed that his customers only purchased what they could carry. So he invented the Deubener Shopping Bag that could hold up to 75 pounds. A few years later, Margaret Knight received a patent for a machine that produced the square bottomed bags that for decades were the staple of American supermarkets. In 1961 Bloomingdale's Department store

introduced the first designer shopping bags. And Andy Warhol made the whole thing into an art form. The bags you carry your stuff in have become a symbol of your social status.

During the 1700s, English manufacturers of table china began offering their products through mail order catalogues. But the father of modern mail order was Aaron Montgomery Ward, who in 1872 began mailing his catalogue to millions of American farmers who did not have easy access to large retail stores. The Ward catalogue weighed over 4 pounds and became known as the "farmer's bible," once again confirming that shopping can be an almost religious experience.

If the Montgomery Ward catalogue was a logical response to what was needed by America's rural population then the His & Hers section of the Neiman Marcus catalogue was the logical response to what was totally un-needed by everyone. In 1960 the catalogue offered His & Hers planes. A rancher from west Texas wrote in, saying that he already had a plane of his own but if they would break up the pair, he'd like to get one for his wife. Neiman Marcus was pleased to be of service. Four years later they offered His & Hers hot air balloons. Hers was powered by a pink air truck. They also taught you how to fly them.



Stanley Marcus turned its publication into a national event with its most outrageous items being covered by the media.

Sotheby's auction house in New York City, is based on a simple premise... there is a limited amount of great stuff and in most cases it's one of a kind. From time to time the people who own these things want to sell them but more than one person wants to buy them. Sotheby's job is to auction them off to the highest bidder. What Sotheby's does is reshuffle the goodies.

The earliest documented auctions took place in Babylonia about 2,500 years ago. Guys were locked into competitive

bidding for wives... a primitive version of the bachelorette. Five hundred years later, when a Roman soldier dispatched an enemy to the afterlife the soldier had the right to hold an auction for the possessions of the recently departed, often it took place right on the battlefield.

Auctions did not become a big deal until the end of the 1600s when the British started using the system to sell works of art in coffee houses. Sotheby's was the first of the great auction houses. It opened in London in 1744. Today it is the largest auction house in the world with sales of over 2 billion dollars each year. You can come into any of its auctions; you can bid by telephone or over the internet using eBay's Live Auction service.

The evening we were filming at Sotheby's they were auctioning Picasso's "Boy With A Pipe". The final price with commission was just over \$101 million—the most ever paid for a painting.



THE MEDIA FOR THE MESSAGE

With the introduction of cable TV it was suddenly possible to create channels entirely devoted to shopping. The first home shopping network was descriptively named "The Home Shopping Network." It's a twenty-four hour a day infomercial and it works. In 1956, television's longest running game show was introduced. "The Price is Right" challenged contestants to use their shopping skills to estimate the price of a particular product without going over its actual retail price. Watching people shop and playing along with them proved irresistible. But game shows were not the only place on television where shopping became a central issue. HBO's "Sex And The City" presented the emotional and therapeutic importance of shopping as an ongoing theme.

TRUST ME, IT'S YOU

A personal shopper is someone who does the shopping for another person or at the very least helps them shop. Department stores have been offering the service for years. The hot thing these days is to have a fashion stylist—someone who worries about every aspect of your appearance. In the 1990's stylists worked backstage dressing models for photo shoots but Hollywood made them stars in their own right. Phillip Bloch is an example - a Jordache Jeans model who had the touch for making other people look as good as he did, he now styles the clothing for some of the biggest names in Hollywood.

THE BUYOSPHERE

The earth is surrounded by a mass of air we call the atmosphere... oxygen, hydrogen, nitrogen and dozens of other compounds that make it possible for us to live on this planet. The word atmosphere is also used to describe the physical and emotional environment of a particular place on the planet. But in addition to the atmosphere, most of us are surrounded

by the world's most intense *Buyosphere*. The buyosphere is made up of opportunities to buy stuff. It's a place to see what you can get in exchange for money. It invites us to reward ourselves for all the annoying things that we put up with in life.



The idea of the buyosphere comes from Thomas Hine, the author of *I WANT THAT, How We All Became Shoppers*. He points out that sellers try to give special meaning to their products. A special meaning that makes you want to have that product as part of your life. The buyosphere welcomes us, and offers the opportunity to change our lives in exchange for money. We are shown what we could be, if only we purchased the right products. We are overwhelmed with variety. And, of course, that is precisely what a democratic society is all about. Our number one sovereign right, and I mean this in the most positive way, is our right to shop, and to change our lives in the process. Of course, you do end up with an invoice, they don't call it the bill of rights for nothing.

We tend to think that people buy things in order to compete, to say that my stuff is better than your stuff. But in fact, most shopping is done in order to show our association with a particular group. We shop to belong. Historians tell us that the thirteen colonies that originally formed the United States of America held together because of their common belief in freedom and we assume it was political freedom, but it looks like they might have been just as interested in the freedom to shop.

ONE NATION UNDER GOODS

From the beginning, the British Colonies in America were major shoppers for British goods. Colonial newspapers of the period are filled with advertisements for English wool, silk, furniture, liquor, even English cheese. But when the British Parliament imposed taxes on what the colonies purchased



without granting representation in the government, the colonists took out their secret weapon. Not a weapon of mass destruction, but one of mass unification. It was the consumer boycott and it

helped hold the thirteen colonies together.

T.H. BREEN is a professor of American History at Northwestern University and he has written a book that explains how consumer politics shaped American Independence.

"The colonists were divided by religion, ethnic background and industry—Massachusetts was very different from Georgia. They did, however, share a common identity as buyers of British products. When Britain attached exorbitant taxes to those products, the colonists ended up with a shared vision of themselves as abused consumers. The Townsend Revenue Act which taxed tea, glass, paper and other essentials was the last straw and the colonists responded with a consumer boycott.

It helped them overcome their differences and create a common cause that galvanized their resistance. It was the first time that a mass political movement was organized around the market place. And it had a number of interesting side effects. It encouraged the local manufacturing of the goods that were being boycotted. And it gave women, people who lived in small towns, and the less well-off an opportunity to take part in politics. Bottom line—the family that shops together, revolts together. And it looks like America's technological skills may revolutionize the future of shopping.

THE LEVEL PLAYING FIELD

At the end of June 2004, eBay had over 114 million users, buying and selling in more than 50,000 categories. At any given time there are about 28 million items available, and 3.5 million new items are added each day. The value of the things that are sold on eBay is about 25 billion dollars a year, which makes it a very serious place to shop, but the whole thing came about, almost by accident.



In 1998, Meg Whitman was hired as president of eBay. Meg was a master at multi-tasking—wife to a brain surgeon, mother to two young boys, she also managed to get an MBA from Harvard which she used as senior vice president of marketing in consumer products at Disney, director of global management and marketing at Hasbro Toys, President of Stride Rite shoes, and FTD Florists. Understanding how people buy and sell is her specialty.

IT'S ALL ABOUT COMMUNITY

The existence of a community, a group of people with shared interests and beliefs is central to the story of shopping, and the larger the community the greater its economic impact. Communities are not new. Tradeshows are communities by trade, the diamond district in New York City is a community.

At the beginning of the industrial revolution in the middle of the 1700s Josiah Wedgwood introduced his factory made pottery and thousands of people, including Catherine the Great of Russia wanted it. She bought 900 pieces and became part of a community with a shared interest.

Two hundred years later the Laughlin Pottery company introduced Fiestaware. It is a mass-produced item, inexpensive enough for most American families. Its distinct colors and Art Deco design has made it one of the most collected china patterns in the world. Fiestaware has created its own community. People who buy shoes by Manolo Blahnik are a



community. They wear them and they collect them. Men who own Harley-Davidson motorcycles are a community.

Community is also at

the heart of shopping in cyberspace. When eBay was launched it created a community of users who included their e-mail addresses so they could communicate directly. There was even a message board on the site so any one person could communicate with everyone else.

In 1995, Jim Griffith was working as an administrative assistant to a non-profit arts organization in West Rutland, Vermont and looking for an unusual type of computer chip. When he found it on eBay and had the winning bid at 10 dollars, his life began to change.

Eventually, Jim came to work at eBay and wrote *The Official eBay Bible*... a how-to manual for everyone from a first time user to someone who wants to run their own business on eBay. Griff's roles are as eBay U instructor and Dean of eBay Education.



From the beginning, the site was planned to be a "virtual" business, no inventory, no retail outlets, no warehouses. It was to be a community of like-minded people hanging out together in cyberspace. Pierre Omidyar, the founder of eBay, believed that for the most part, people were honest and they would do the right thing, but just to help encourage good behavior on the part of the users he set up a Feedback Forum where buyers could rate the experiences with sellers and sellers with buyers.

Many of the early users of eBay were collectors...stamps, pottery, antiques, coins. They were part of a community and enjoyed talking to each other and buying and selling within the group. Once again, community was an essential part of shopping.

IN SEARCH OF THE PERFECT STORE

eBay was also interested in any area where they could help make the market more efficient...like automobiles. Simon Rothman, was a strategic planner for eBay and had a strong passion for cars. He noticed real Ferrari's were selling in the eBay "Hot Wheels" section which was for toys.. So he started developing an automotive category and launched it in 1999. Today eBay sells a car every minute.



Adam Cohen is on the editorial board of the New York Times and the author of *The Perfect Store: Inside eBay*.

"By connecting hundreds of millions of buyers and sellers around the world, eBay has permanently changed commerce. Things a buyer once would have spent days, weeks, or a lifetime tracking down—the rocking horse he played on as a child, the exact buffalo nickel he needs to complete a collection—are suddenly available at any hour of the day or night, as long as you have a connection to the internet. eBay has given individuals a degree of economic independence that was impossible before the internet. In time, eBay can be a mechanism for bringing people on the margins of the world economy into the mainstream."

From the ancient markets of Europe to cyberspace...shopping

is constantly evolving. How we shop expresses who we are, or who we want to be, both as individuals and as a society. Shopping can be the basis for your own evolution or your society's revolution.

Shopping is how we express our very complex relationship to stuff. On the simplest level we shop because we need things to survive. But the house you buy, the suit or dress you wear, and the car you drive carry meanings that go way beyond their function. They help us say who we are or who we want to be. We are shaped and in turn shape the world around us through our shopping.



Often we tend to trivialize shopping. "Shop till you drop." "I shop therefore I am". But in fact, knowing how to shop effectively, how to spend your limited resources to best advantage can be essential to your survival and the economic survival of your society.

TO LEARN MORE...

ELEMENTS OF STYLE: FROM THE PORTFOLIO OF HOLLYWOOD'S PREMIERE STYLIST

By PHILLIP BLOCH
WARNER BOOKS
ISBN: 0446674230

I WANT THAT: HOW WE ALL BECAME SHOPPERS

By Thomas Hine
HarperCollins Publishers
ISBN: 0060959835

THE MARKETPLACE OF REVOLUTION: HOW CONSUMER POLITICS SHAPED AMERICAN INDEPENDENCE

By T.H. BREEN
OXFORD UNIVERSITY PRESS
ISBN: 0195063953

THE OFFICIAL EBAY BIBLE

By JIM "GRIFF" GRIFFITH
GOTHAM
ISBN: 1592400078

THE PERFECT STORE: INSIDE EBAY

By ADAM COHEN
LITTLE, BROWN & COMPANY
ISBN: 0316164933