

RETAIL

Amazon reportedly opening large retail stores

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The ecommerce giant is moving into physical retail. Image credit: Amazon

By LUXURY DAILY NEWS SERVICE

Ecommerce behemoth Amazon is expanding its presence into physical retail with plans to open large retail locations resembling department stores in the United States, according to *The Wall Street Journal*.

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Over the last several years, Amazon has opened physical bookstores, convenience stores and grocery stores, so plans for department-like stores further solidify its dominance in the retail space, both digitally and physically. The company reportedly plans to use the new stores to sell apparel, household items and consumer electronics, although it has not disclosed which brands will be offered.

Opening new doors

The first batch of Amazon department stores are expected to be located in Ohio and California.

According to the *WSJ*, the new spaces will be roughly 30,000 square feet, a size smaller than most department stores, and similar to new scaled-down formats.

U.S. department store chain Bloomingdale's recently announced its first scaled-down concept store.



Exterior rendering of the new Bloomie's concept store in Virginia. Image courtesy of Bloomingdale's

Located in the Mosaic District shopping center in Fairfax, Virginia, the 22,000 square-foot Bloomie's store will be a style and service destination featuring new experience and design concepts and a unique assortment of contemporary and luxury brands across women's and men's fashion and beauty ([see story](#)).

Depending on its brand and product offerings, Amazon's move into the department store space will likely put pressure on luxury retailers like Saks Fifth Avenue, Nordstrom, Neiman Marcus and more, which have been pivoting toward ecommerce over the last decade.

Earlier this year, Hudson's Bay Company (HBC) announced it would split Saks Fifth Avenue into two separate entities, creating an entirely digital ecommerce company known simply as Saks.

The separation allows HBC to more strategically invest in its different offerings as the luxury retail sector navigates exponential ecommerce growth amid a challenging climate for bricks-and-mortar stores ([see story](#)).

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