

RETAIL

## Amazon announces first physical fashion store

January 20, 2022



*Amazon Style aims to combine the convenience of shopping online with the in-store experience. Image credit: Amazon*

By LUXURY DAILY NEWS SERVICE

Tech giant Amazon is reimagining in-store shopping with the introduction of Amazon Style, the company's first physical fashion store.

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From personalized shopping to innovative fitting room experiences, Amazon wants to integrate the benefits of shopping online into the physical environment. While the company did not disclose a specific launch date, Amazon Style will open later this year at the Americana at Brand retail complex in Los Angeles.

### Amazon Style

At the core of the new fashion shopping concept is a new, seamless way to discover products.

By using the Amazon Shopping app, customers scan an item's QR code to view size and color options, customer ratings and additional product details. Then, they can add their selected item to a fitting room, or send it directly to the pickup counter.

### *A sneak peek at the new Amazon Style physical retail store*

Instead of putting all sizes and colors on the store floor, Amazon Style features display items so that customers do not need to sort through racks to find the item that works for them. This will also allow Amazon to display more looks without cluttering the space.

Amazon's machine learning algorithms produce tailored, real-time recommendations for each customer as they shop. As customers scan different items, Amazon will recommend picks similar to those items like online shopping.

Amazon Style is also innovating how customers experience fitting rooms.

When a customer enters their fitting room, they will find the items they requested via the Amazon Shopping app, plus additional options chosen by Amazon based on their preferences.

Customers may also continue shopping from their fitting room by using the in-room touchscreen to rate items, get

new options and request new styles and sizes to be delivered to them.



*Amazon Style fitting room touchscreen. Image credit: Amazon*

In addition to Amazon Style's selection of items available in-store, customers can find and shop more styles online. Items scanned at Amazon Style are saved in the Amazon Shopping app so that customers may revisit their selections at any time.

If a customer purchases items on Amazon.com, they can request delivery to Amazon Style, try the items on in-store, and, if they do not want the items, they can return them there.

Prices of items found at Amazon Style will be the same as those found on Amazon.com.

In August 2021, *The Wall Street Journal* reported Amazon was expanding its presence into physical retail with plans to open large retail locations resembling department stores in the United States.

Over the last several years, Amazon has opened physical bookstores, convenience stores and grocery stores, so, with a new fashion store plan, it is further solidifying its dominance in the retail space ([see story](#)).

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