

RETAIL

Amazon shutting down 68 physical stores

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All bookstores, 4-star stores and pop-up locations will close. Image credit: Amazon

By LUXURY DAILY NEWS SERVICE

Retail behemoth Amazon has announced plans to close all of its physical bookstores, pop-ups and home goods shops in the U.S. and U.K. as it implements a new retail strategy.

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First reported by [Reuters](#), the news comes as the company aims to place a heavier emphasis on its grocery and department store segments, focusing on Amazon Fresh, Whole Foods, Amazon Go and its new Amazon Style fashion store. Despite integrating innovative technology into its physical spaces, revenue in this segment only made up 3 percent of Amazon's sales by the end of last year.

One door closes, another opens

Amazon will close its 4-star, pop-up and bookstore locations at varied dates, notifying customers via signage. The company did not specify how many jobs would be cut due to the closures.

However, Reuters reported employees will receive severance or receive assistance in finding jobs at other company stores.



Pop-ups, which launched in 2018, will also close. Image credit: Amazon

After nearly 20 years of selling books and other goods online, Amazon opened its first physical bookstore in Seattle

in 2015. Its 4-star shops, which carried consumer electronics, toys and games, opened in 2018.

While the closures mark a major change for the company's physical footprint, it is still looking to change the physical shopping experience.

Its successes within the physical retail landscape have not nearly amounted to its successes online, especially amid the COVID-19 pandemic. But now it moves into fashion, where things could change.

In January, the company announced plans for Amazon Style a reimagined in-store shopping experience founded on providing customers a seamless way to discover new styles and products in person.

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 ([see story](#)).

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