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## More Online Brands Opening Mall Stores

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*(Photo: Todd McInturf / Detroit News, file)*

Online retailers are getting physical.

A growing number of brands born on the internet are now opening brick-and-mortar stores and moving into the suburban malls once considered doomed as more Americans shopped online.

But they're taking it even further by doubling-down on the tactile experience. Online mattress retailer Casper, for instance, is opening stores that allow customers to book naps and test out mattresses before buying. Indochino – the online tailor – decided to borrow from the old Savile Row model where customers can be measured face-to-face for custom suits.

“Online brands have embraced clicks-to-bricks,” said Faith Hope Consolo, chairman of Prudential Douglas Elliman’s retail division. “Shoppers love to touch, interact and try on in person and malls are upping the ante by offering immersive experiences that are exciting and memorable.”

The store openings mark a major shift for formerly online-only brands that just a few years ago believed they didn’t need a physical presence to generate robust sales growth.