

## Service Article:

**Topic:** Netflix Hopes to Open Physical Stores



Netflix is planning to unveil physical locations called “Netflix Houses” where customers can immerse themselves in their favorite Netflix shows. These physical and permanent locations would allow fans to shop, play, and interact with shows on a whole different level. By 2025, Netflix is planning to open two Netflix Houses in the U.S. that will have merchandise to purchase, food, and show-related activities. This will create a new type of way for fans to interact with their favorite shows and heighten engagement. Netflix has tested out similar physical events and pop-ups in the past including Netflix Bites, “a temporary dining pop-up inspired by its culinary shows” that took place in Los Angeles this past June (Ludmir, 2023). This was one of the first events to inspire Netflix to expand in-person experiences to users.

Netflix has also hosted pop-up events in other countries (such as Japan) to celebrate some of their most popular shows with large fanbases. In May, Netflix hosted an event called “Only on Netflix” where they recreated sets from various shows including *Emily in Paris* and *Stranger Things*. At the event, it immersed fans through décor, food, and curated playlists. Another popular experience that Netflix hosted was “The Queen’s Ball: a Bridgerton Experience” based on the company’s hit tv series where attendees could dress up as characters in the show and “enjoy a unique ball, as if they were right in the show’s décor” (Ludmir, 2023). This experience took place in multiple cities around the U.S. and not only boosted fan engagement with the show, but also raised general awareness of the show.

In addition to these pop-ups and in-person events, Netflix has also collaborated with global brands for the new releases. One such collaboration being with French brand Lacoste to create a *Stranger Things* clothing and accessory line. Another collaboration that Netflix undertook to promote a show was with Athletic Brewing to create a specialty crafted drink inspired off the main character of the series. In general, Netflix has increased its merchandising strategy in order to boost revenue. Netflix now has its own merchandising website where it sells products based off its most popular shows. The Netflix Houses will first open in the U.S., however they are likely to expand to other locations all over the world.

**Source:**

Ludmir, C. (2023, October 16). *Netflix to Open Brick and Mortar Location in 2025, Adding Retail to its Roster*. Forbes. <https://www.forbes.com/sites/claraludmir/2023/10/16/netflix-to-open-brick-and-mortar-location-in-2025-adding-retail-to-its-roster/?sh=3fe4c7bd7615>