

From the Boston Business Journal:

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Bose to close all North American, European retail stores

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Bose Corp. will close all of its 119 retail stores in North America, Europe, Japan and Australia “over the next several months” as the Framingham-based consumer electronics company handles “the dramatic shift to online shopping in specific markets,” the company announced Wednesday.

Bose has retail locations at the Burlington Mall and Colonie Center in Albany, New York, as well as factory stores in Wrentham, Merrimack, New Hampshire and Central Valley, New York.

The company will keep open its retail locations in India, Southeast Asia, South Korea, Greater China and the United Arab Emirates.

The company declined to specify how many employees will be affected in the closures, but did say that the employees would be offered outplacement assistance and severance.

Bose opened its first store in 1993 as a way to give consumers a way to test CD and DVD-based home entertainment systems, said Colette Burke, vice president of global sales for Bose, in a statement.

“At the time, it was a radical idea, but we focused on what our customers needed, and where they needed it – and we’re doing the same thing now. It’s still difficult, because the decision impacts some of our amazing store teams who make us proud every day,” Burke’s statement continued. “They take care of every person who walks through our doors – whether that’s helping with a problem, giving expert advice, or just letting someone take a break and listen to great music. Over the years, they’ve set the standard for customer service. And everyone at Bose is grateful.”

Catherine Carlock
Real Estate Editor
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JULIA BANKS

Bose Corp. said it plans to close all of its 119 retail stores in North America, Europe, Japan and Australia “over the next several months.” Pictured is the Bose retail store at the Burlington (Mass.) Mall and Colonie Center in Albany, New York, as well as factory stores in Wrentham, Merrimack, New Hampshire and Central Valley, New York.