Duoyun Books, Shanghai's tallest bookstore on the 52nd floor of Shanghai Tower, is now open.

"

It's fantastic to be back with books, and readers who came to support on our first day. That's really heartwarming.

Wang Xia
Owner of SheLibrary

many of them all across the city, from the most prosperous downtown to the most distant suburbs," Lu said.

"I'm looking for something spiritual after spending more than two months alone at home. The mere sight of people with books cheers me up."

According to the Shanghai Publishing Industry Association, 89 bookstores reopened on June 1, with many more likely to open in the coming days.

Like many other establishments, Duoyun Bookstore, which is located on the 52nd floor of Shanghai Tower, the city's tallest building, chose to open during the Dragon Boat Festival last week.

It used to serve 2,000 clients each day on average, but it is now limited to 500 people per day, and only by reservation.

The shop's main attraction, the south corner, known for its spectacular city view, is open for 15 minutes every hour. It is limited to 50 people at any given time.

Changes are also being made at the well-known chain.

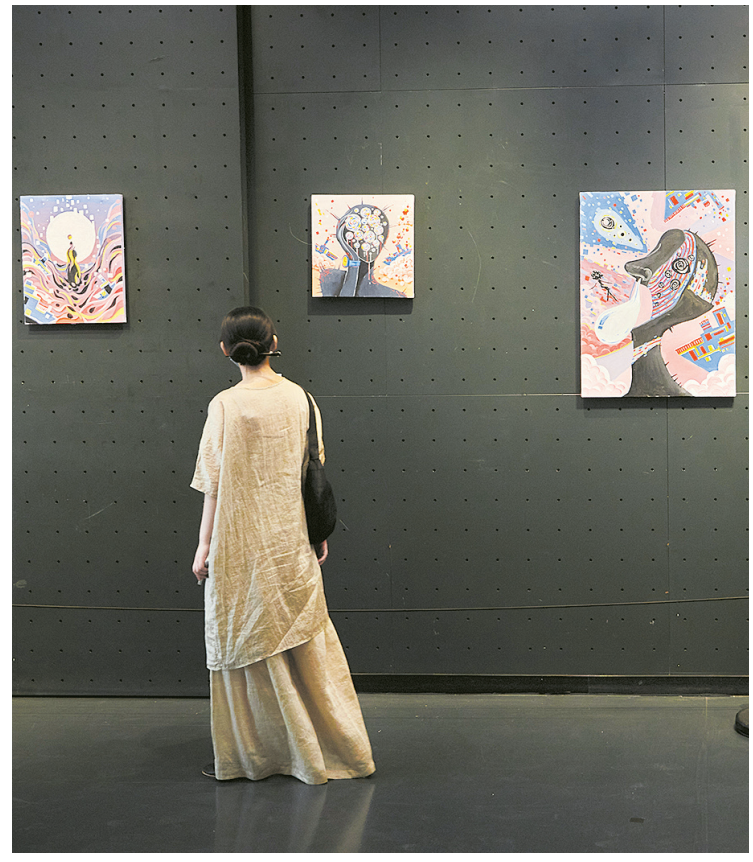
"We used to cover seven to eight different businesses at the store; now we want to expand to 15," said Ling Yun, general manager of Duoyun Books' parent company, Shanghai Century Cloud Culture Development Co.

"Some new ventures, such as space operations, accounted for less than 20 percent of our sales last year, but they generate significantly bigger profits than selling books or coffee. So we will be looking at a very healthy financial report if we can expand that business to, say, 40 percent of revenue. "

Wang is less optimistic about the future of an independent bookstore like SheLibrary. During the lockout, less than 20 percent of offline consumers stuck with their online events, and there was no apparent indicator of a significant rise in new online fans.

She is persevering with both online and offline activities, hoping for the best. During the lockdown, she organized many online events, including a female-themed reading event in partnership with the Huangpu District Women's Federation.

The daily 60-minute livestream, which can be found on Xin Chao Books' WeChat account, features a female guest who recommends a book. The plan is to invite 100 women to share 100 books in 100 days.



Duoyun is looking to expand the space operations business.