

## Dixons Opens "Store of the Future"

Written by Marco Attard  
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Dixons opens the first "store[s] of the future" at the Bluewater shopping centre, Kent-- a Currys PC World branch featuring a number of new store design concepts aimed at female and younger customers.



Reportedly the result of in-depth customer research and feedback, Dixons describes the new store as the first "urban toy shops." Thus the design in question is meant to be "more feminine" and attractive, with greater emphasis on "an engaging and interactive in-store experience."

Such emphasis seen through a number of sit and play areas (where customers can check products out or receive advice from shop staff), a Knowhow/Showhow area for the hosting of one-on-one or group tutorials, and a flexible store design replete with wheeled furniture and movable wall fixtures.

The store also hosts the full range of Knowhow services such as in-store product setup, delivery and installation.

"I'm thrilled to be launching our newest "future store" shop in Bluewater," Dixons CEO Sebastian James says. "In it we have distilled everything we know about making these exciting and desirable products spring into life."

The retailer gives no word if the new Currys PC World model will spread across other its other outlets as yet.

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