Media Markt plans to open a new store concept in Wilrijk and Eindhoven, adding a snack bar, coffee bar complete with barista and even a beauty salon.



The stores are designed to ensure a longer and more pleasant shopping experience. As such, furnishings are cozy while several seating areas allow customers to test out products. There are even areas where customers can race drones, play games and test out virtual reality hardware.

The Eindhoven store even has something of a scoop-- one will be able to buy the PAL-V Liberty Sport, the flying car invented in the Netherlands. As for the Wilrijk outlet, visitors will be able to befriend a robot.

The stores are set to open on 24 April 2017. Should the concept prove successful Media Markt plans to roll it to other stores.

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