

Microsoft Plans London Flagship Store

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Microsoft announces plans to open a first flagship store in Europe-- specifically in Oxford Circus, London just up the road from the recently redesigned Apple flagship store.



The Windows maker reportedly started scouting for a brick-and-mortar store location in the British capital back in 2015. The location it managed to find is currently occupied by United Colours of Benetton and, as one surely knows, sits in an extremely popular shopping area hosting flagship stores for the big likes of Nike and H&M, among others.

"We couldn't be happier to be opening a flagship store in the heart of central London at Oxford Circus, where two of the world's most iconic shopping streets meet," Microsoft says. "We know our customers and fans, whether they are from London, the broader U.K. or just visiting, will love our bold plans for the space. This will be so much more than just a great place to experience all that is possible with Microsoft, but a real hub for the community where we'll be bringing to life our passion for helping people explore their creativity through an ambitious program of workshops and training along with moments that work to unite the community."

Microsoft currently has 106 stores in the US, 8 in Canada, 1 in Australia and 1 in Puerto Rico. Just like Apple with its Stores, Microsoft will use the outlet to host free workshops and digital training programs for potential customers, as well as gaming tournaments for local communities.

The company still has to tell when the London store will actually be opened.

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