

Apple opened a new store in Paris and is preparing its landing in Barcelona and Madrid

Pablo Manzanelli - 21/07/2010

While waiting for the landing in Spain the first official stores, Apple opened its second store in Paris, located in the 9th district, known as the Opera House. The opening ceremony of the new Apple Store, which included the presence of Steve Jobs himself, made visible a hall of 1,200 meters Haussmann style. This store adds to the Carrousel du Louvre, already operating successfully in the French capital.



Moreover, it was learned that Apple is finalizing the details for his landing in Spain thanks to two stores to open in Barcelona and Madrid. Despite the secrecy characteristic of the Cupertino technology company, it was known that the Catalan Apple Store will be located in the mall The Machinist. The premises have an area of 1000 square meters and is expected to be opening in September. Then came the opening of Apple Store in Madrid, which is not yet known although the opening date location: the Xanadu mall.

The installation in Spain of Apple stores in shopping centers is part of the company's new business strategy of the block. While Apple products in Spain could be acquired through trade missions, the arrival of the official stores will ensure greater accessibility to the many technology products offered by the firm led by Steve Jobs.

Apple has opened over 300 stores throughout the direct marketing world. In Europe cities like Paris, Rome, Milan, London and Frankfurt already have Apple stores. Their premises have managed to become a must for tourists visiting the big cities. The best example is the Apple Store Fifth Avenue in New York, which has become a new symbol of the city.