

Dyson to open standalone store on Oxford Street

BY LUKE TUGBY

Technology giant Dyson is poised to open a store on London's Oxford Street before the end of the year, *Retail-week.com* revealed.

The shop, Dyson's second standalone store worldwide, will be in the Tribeca-owned development at 439-451 Oxford Street opposite luxury department store Selfridges.

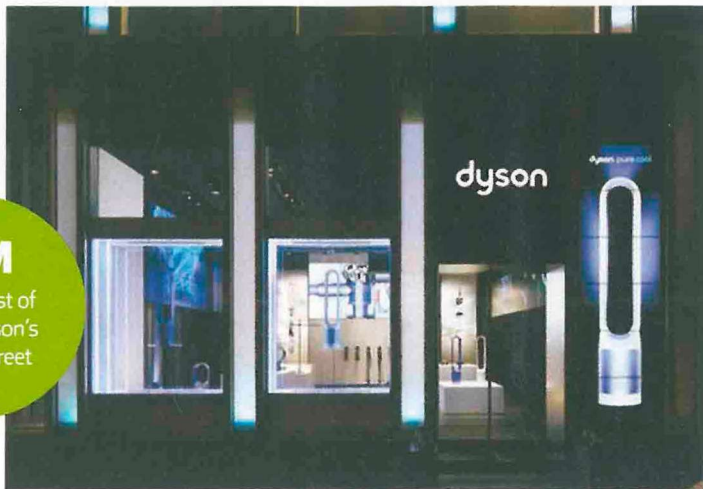
The store does not have a permanent tenant at present and it is understood rent will be around £1m a year.

Sources close to the situation told *Retail Week* that contracts on the unit will be exchanged "within the next fortnight".

Dyson bosses are understood to

£1M

Annual cost of
rent at Dyson's
Oxford Street
store



Dyson's first standalone store in Tokyo, Japan, which opened in April

have targeted a late November opening date in a bid to capitalise on Christmas trade.

It is believed the shop will provide a similar ambience to that

of Apple's stores, with staff on hand to offer tech assistance and advice to customers.

In addition to vacuum cleaners, the shop will also sell a range of life-

style product lines including fans.

It is understood the manufacturer, which trades in more than 70 countries, is seeking to bolster its portfolio to around half a dozen stores across the globe and London has been pinpointed as a key market.

Dyson's first standalone store opened in Tokyo in April.

A Dyson spokeswoman said the business is looking for stores, but did not confirm the Oxford Street opening. She said: "We like people to get hands-on with our technology. It's all about experience.

"We are looking at environments, like our Tokyo space, that allow us to explain our technology and enthuse people about science and engineering too."

Commercial property agent CBRE, which is acting for Dyson on the deal, declined to comment.