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Aver Insight
Microsoft's new London flagship
July 12 2019

Overview

- First-ever Microsoft store in Europe
- Opened July 11 2019
- Just under 22,000 sq ft across three floors
- Located at the heart of Oxford Circus, metres from the Apple's Regent Street store



Focus

- Experiential flagship, rather than product-focussed
- Only a small portion of the store is dedicated to MS Office, with other features dominating:
 - VR driving experience
 - Xbox gaming lounge
 - HoloLens augmented reality headset
 - 'Selfie spot' projecting landmarks on a digital background
 - Enterprise zone and classroom



Layout

- The store is set across three floors, each with a distinct offering:
 - Ground: traditional tech sales floor, featuring 4k video walls, products, and interactive VR driving experience
 - 1st: support desk, 'lab' for customised surface designs, classroom for youth education, and Xbox gaming lounge
 - 2nd: enterprise space for meetings and presentations on 'Microsoft for business', free small business support, and event space to showcase latest products



Layout

- Each floor contains a vast array of products and experiences
- But the store's layout – with notably lower ceilings than the Apple store a few doors down – leaves the space feeling cramped



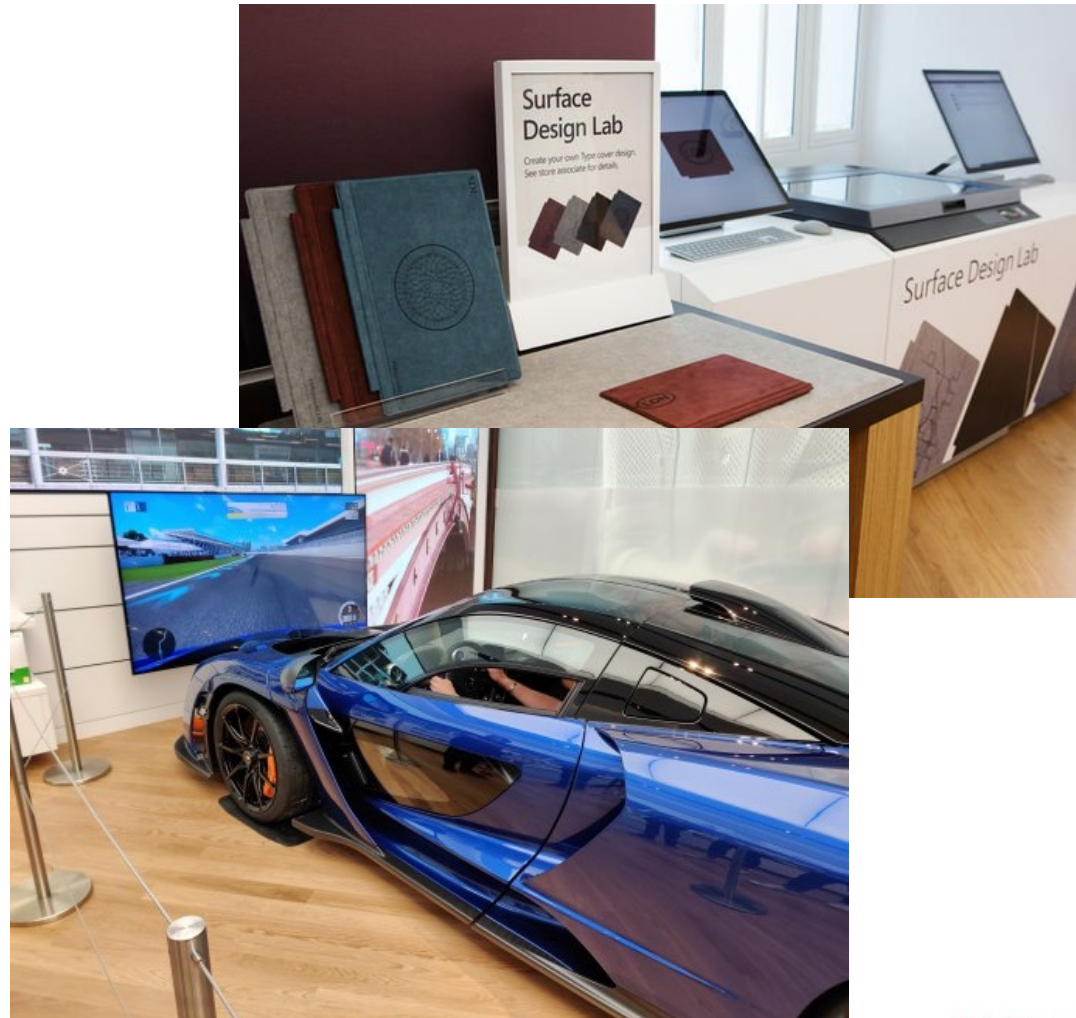
Apple store, Regent Street



Microsoft store, Oxford Circus

Collaborative spirit

- Microsoft have entered into two new strategic partnerships for this opening
 - McLaren: a VR driving experience on the ground floor turns a race car into a glorified Xbox controller
 - Liberty: the surface design lab includes laptop covers created with the famous London-based department store



Coverage in the press

Microsoft opens flagship London store on Oxford Circus

CITYA.M.

Microsoft unveils its latest marketing tool: A store that screams 'cool'



Spotlight: Microsoft's new London flagship

Microsoft has finally opened its first UK flagship, just yards away from Apple. As the tech giant shows off its in-store features such as an enterprise and selfie area, as well as an exclusive gaming lounge, Retail Gazette took the opportunity to have a closer look ahead of launch day.

Microsoft opens first European store in London's West End



EveningStandard.
WEBSITE OF THE YEAR

First look at new flagship Microsoft Store opening on Oxford Circus this summer... just yards away from Apple

Conclusions

- The Oxford Circus location, part of the busiest single shopping street in the world, provides Microsoft with access to a new and sizeable physical audience
- The new opening is just metres away from an Apple store, forcing Microsoft to deliver a significantly different concept
- The focus has clearly shifted away from physical product selling to experiences, such as VR, gaming, and education
- However, while this store has a prime location, it appears the concept would be better suited to a larger space, with the Oxford Circus site feeling cramped



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