

GROTTINI

HUAWEI

The Retail world continues to evolve and, despite online sales are experiencing a period of great growth, the shop experience in store and the Omni-channel Retail reconfirm themselves as a real focus. Just think of Amazon and EBay, colossals born in the world of e-commerce that are opening physical retail stores.
Among the top 3 brands of telephony and technology and Leader in the world market, we find Huawei, a known Chinese multinational company aiming to consolidate its international leadership that has chosen Italy and in particular the CityLife shopping district of Milan, a large Italian urban district dedicated to shopping, as home to the first Futuristic Huawei Experience Store. In the new store, an experiential model, the customers are immersed in the hyper-technological world of Huawei and can also customize many products such as smartphones, PCs or tablets, listen to music, attend free training courses and freely interact and play with the latest technological innovations in the store (huaweiexperiencestore.com).
See more information at https://www.grottini.com/

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