

## Samsung Take on Retail Looks... Familiar

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Samsung takes on N. American retail for the first time with a Samsung Store at Burnaby's Metropolis in Metrotown, Vancouver-- a retail outlet with a look you will surely find very, very familiar.



The store showcases all familiar Samsung offerings (Galaxy smartphones, tablets, TVs) on large tables, with working examples for customers to test and play with.

Meanwhile employees (in blue Samsung colours) either march around the clean, minimalist 140 square-metre interior or stand one-on-one customer care stations. Yes, it seems someone learnt a lesson (or three) from... well, you can guess from whom, right?

Why Vancouver, though? Apparently Samsung sees the store as a "legacy" of the 2010 Winter Olympic Games, where the mobile maker was an official partner.

Samsung is already involved in lawsuits over alleged iDevice imitation. Will Apple now sue Samsung being too "inspired" by its Stores' interior design?

Watch [Samsung Store Opening, Metro Vancouver](#)