

El Corte Inglés Revamps Madrid Flagship

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Spanish department store El Corte Inglés revamps the CE section at its flagship Callao, Madrid store-- one with a sales area of over 5600 square metres, reportedly the biggest in Spain.



Like most new CE stores, the revamped section is designed as a "meeting point," with interactive booths allowing customers to check out the latest technology, including smartphones and curved OLED TVs.

It houses over 50 brands, and will host workshops, product launches and promotional activities. Split in multiple areas, it covers the audiovisual, telephony, navigation and communication and gaming segments, as well as musical instruments.

Further firsts for the Spanish retailer include a dedicated Samsung section combining smartphones with photography, a revamped Apple Store and an area housing the latest HP technologies.

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