

Brussels Apple Store Opens

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As [previously announced](#) Apple opens the first Store in Brussels on 19 September 2015-- the first with a "next generation" store interior overseen by chief design officer Jony Ive.



Located at Avenue de la Toison d'Or, the Store is designed by Foster & Capital. It features huge curved glass panes on the facade, while inside a single giant display replaces the typical backlit screen panels.

The interior also includes two rows of real potted trees, light boxes extending the length of the ceiling, wooden accessory shelves and touch-sensitive sequoia wood tables.

Expected opening day started with a countdown, as hundreds of customers (or curious onlookers) lined up to enter the store.

Prior to the opening Apple shared "The Creativity Continues"-- a 2 minute advert highlighting several comic artists working in the Belgian capital.

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Watch [The Creativity Continues](#)