

Sony Hopes on Style Stores

Written by Marco Attard
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In a bid to follow on Apple's retail example Sony starts revamping its stores, with a new self-branded store in Los Angeles' high-end Century City Mall.

The LA store is the first in what Sony calls "Sony Style" stores, with design by architecture firm Klein Dytham echoing Apple's retail concept (complete with sleek lighting fixtures and hardwood floors).

The company hopes such a renewed retail presence ("It's not an electronics store", Sony's Phil Molyneux tells the Wall Street Journal) will bring new interest in its various properties.

The new design uses Sony products to reinforce the brand-- Bravia TVs play Sony studios' films, while PS3 consoles run Sony games.

The store also offers Apple-style tech support and classes, as well as showcases for future products. One such product is the "Ray Modeler", a tube creating a 360-degree 3D image.

Should the concept be a success, one expects Sony to adopt it across its stores in both Europe and the US.

Go [Sony Style at Century City](#)

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