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Right in the heart of Berlin: O2 opens largest flagship store

MUNICH/BERLIN. Telefónica O2 Germany will open its largest flagship store in Germany in Berlin on December 4. 25 employees will consult customers and sell products in the most modern O2 shop in the heart of the city in the Upper East Side “Unter den Linden“. For the first time, there will also be an O2 concierge available to customers. Actor Til Schweiger is going to bring glamour to the opening ceremony on Thursday.

“The flagship store further expands our presence in the capital”, said Lutz Schüler, Director Marketing and Sales for Telefónica O2 Germany. “Besides Munich, Berlin is a young cosmopolitan city and one of the most important markets for O2 in Germany.” As recently as in September, the O2 World was opened in Berlin – one of the world’s most modern multi-functional arenas.

The new flagship store on 270 square meters is the largest and most modern O2 shop in Germany. Another flagship store was recently opened in Munich. The concept for the Berlin store was developed by O2 together with the renowned Berlin-based design agency hartmannvonsiebenthal. The central design elements are movement lines and a specifically designed counter which guide visitors into the inside of the shop. The puristic use of forms raises curiosity and invites visitors to immerse in the world of communications. An interplay of white and blue light creates the typical O2 atmosphere.

Appropriate for the exclusive location right in the heart of Berlin, customers are personally welcomed to the O2 shop by a concierge. From completing a contract and general information about Berlin to ordering tickets for sports or cultural events for the O2 World, the concierge will be available to customers for extraordinary requests as well. True to the motto: O2 can do.

Facts about the O2 flagship store in Berlin:
- Exclusive location on the Upper East Side, Unter den Linden 16
- 25 employees, one concierge
- 270 square meters of sales and consultation area
Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 44 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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