

## Samsung Gets Store-Within-a-Store

Written by Marco Attard  
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At 112-114 Oxford Street, London (just round the corner from an Apple Store) Samsung takes a first stab at the retail business-- a shop-within-a-shop inside a Phones 4U store.



The mezzanine area and "large portion of the ground floor" of the store are now Samsung-branded, showing off Android handsets and tablets, AllShare wireless streaming technology and other products.

The shop itself is, unsurprisingly, Apple Store "inspired," with large tables holding a variety of devices and dedicated Samsung-trained staff. The company also plans to start holding product launches and "celebrity personal appearances" at the venue in the future.

Go [Samsung and Phones 4U Launch New Store Within a Store](#)