

# Bose boutique stores open inside DionWired

Bose boutique stores have opened inside DionWired outlets at Greenstone and Woodmead in Johannesburg. Created in line with the Bose store-within-a-store design used across the world, this is the first of many in-store boutiques that will offer customers a complete sound solution, from demonstrations to installations to after sales service. Bose is recognised as a global leader in quality home cinema and personal audio systems.

Sound Imports, the authorised Bose distributor for the past 35 years, explored opportunities to reach the customer effectively and has been responsible for getting its products to the discerning audience in the South African market through the right placement of products in the significant audio and consumer electronics retail environment. Now this is being strengthened with a solid partnership with DionWired, it is able to take the brand experience closer to its customers.

Andrew Jackson, director of DionWired, said the decision to include the boutique store within the group's outlets was a 'win-win' for both parties. The group, through its focus on 'innovating, educating and inspiring consumers' and offering premium merchandise and the best product solutions, had become synonymous with a 'blue carpet' retail experience. The addition of the boutique outlet would further enhance this and Bose would reach a new market in South Africa.

He acknowledged that the tie up with is one of the biggest milestones both in the group's history and in the audio industry in South Africa. As a leading national specialist electronics chain, it will be "consumerising" what has been viewed up to now, as a high-end specialist brand that has been reserved exclusively for Independent smaller retailers.

Over the next six months, the boutique will be rolled out to stores in Pretoria, Umhlanga, Cape Town and Johannesburg and to new stores that will be opening such as Cavendish and Cradlestone in November 2013.

For more information, go to [www.dionwired.co.za](http://www.dionwired.co.za).