

First brand shop for LG in Cape Town

Late last week, [LG Electronics](#) opened its first premium brand shop in Cape Town, part of its plan to capture the growing organised retail market through a chain of exclusive shops across the country.



It will be opening three more such shops in the next six months in Botswana, Mauritius and Mozambique, with a target to open 1000 stores across Africa in the next two years.

Latest product innovations

The brand shop follows the global initiative of the company's flagship store, the LG Xperience store in Montecasino, Johannesburg, offering consumers the opportunity to experience all its latest product innovations first hand. The products on display, which customers can interact with, spreads across the entire spectrum of the product ranges, from Smartphones, notebooks and TVs, to washing machines and fridges and the entire 3D ecosystem of products.

The new store also features a service centre element, where consumers with faulty units can quickly and easily have their products booked in for repairs if the issue cannot be addressed immediately in-store.

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