

DionWired secures a prime spot in Cape Town's Canal Walk shopping centre

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12 January 2012

Canal Walk shopping centre is home to over 400 shops and restaurants, and now visitors can also 'experience the future' thanks to the 1800m² DionWired store that opened last month.

DionWired Canal Walk opened on 15 December 2011 and immediately expectations were exceeded. The store sold just under R2 million worth of merchandise during its first four days of trading, as Christmas shoppers took advantage of the opening specials.

According to store manager, Brian Schles, a common trend in sales is that smaller items are bought by spontaneous walk-ins. He notes that the store's location at the shopping centre brings plenty of foot traffic. Local and international shoppers who visit Canal Walk shopping centre seem happy to find state-of-the-art technology on offer from DionWired, as already the store is one of the top-selling DionWired outlets in the country.