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RIM to open London store

Dedicated staff ready to help you

by Stuart Miles published on 29 April 2009

Canadian company RIM has chosen London as the location for its first ever retail store in Europe, Pocket-lint has learnt.

Based in the Selfridges flagship department store and run by Carphone Warehouse, according to staff at the concession in Selfridges, the store will open in the next couple of months and be a dedicated area for all things BlackBerry with RIM staff on call to help out with any questions customers have.

Although no official date has been confirmed, and RIM is playing the "No comment on rumours" card, the company clearly believes that the Selfridges department store on Oxford Street is the place to start its European retail push.

The company currently has retail stores in its home country of Canada, but until now had not tried the concept elsewhere.

According to a sales advisor at Selfridges, the store "is the place to get your BlackBerry in London", clearly something RIM agrees with.

Earlier this week RIM announced a limited edition yellow BlackBerry Bold for Selfridges. 2 days after going on sale the £1000 handset has already almost sold out.

