

Apple Opens Basel Store With Edinburgh Teaser

Written by Marco Attard
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Apple opens a fourth Store in Switzerland at 47 Freie Strasse Basel, a famous shopping street replete with high-end stores and restaurants.



The other 3 Swiss Apple Stores are in Geneva, Zurich and Wallisellen.

The new Basel outlet fills 3 floors across 900 square metros, and features the new interior visual design replacing the signature white-background product shots with colourful visuals pulled from the most recent Apple TV and online ad campaigns.

According to the reaction on Twitter the new store attracted an enthusiastic crowd, and attendees got commemorative shirts in celebration.

Interestingly Apple used the Basel store opening to tease the debut of another European store--one in Edinburgh's historic Princes Street. Apple only says the new store is "coming soon," but rumors suggest the grand opening takes place on either 26 July or 2 August.

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[Apple Store Basel](#) Opening