

T-Mobile Stores Get European Redesign

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T-Mobile starts rolling out a new store design in 400 stores across the US-- adopting the European design format from parent company Deutsche Telekom.



Now both European and American T-Mobile/Deutsche Telekom stores will share the same retail look similar to that of Apple Stores.

Lighting now comes through magenta LEDs, while hardwood covers the floors within an "interactive" shopping area replete with standing service counters and private seated service desks.

At the back is a 55" digital display (to which lies an uninterrupted travel path from the entrance), while vertical highlight panels carry information kiosks and video monitors.

The Deutsche Telekom redesign kicked off in European stores last year, and should continue rolling in stores old and new in about 65 markets within the next 2 years.

Watch [T-Mobile Store Redesign](#)