

Thursday, 26th September

Immediate Release

## **LEADING RETAILER NOEL LEEMING OPENS TECH STORE OF THE FUTURE**

New Zealand's leading technology and appliance retailer, Noel Leeming, has today opened its doors at premium shopping and lifestyle destination, Westfield Newmarket.

The new Noel Leeming store includes cutting-edge tech and premium offerings never-before-seen at a New Zealand consumer electronic store.

The experiential and innovative store will feature exclusive products, immersive in-store experiences and Noel Leeming's newest employee, digital human Nola.

Noel Leeming CEO, Tim Edwards, says the new Noel Leeming store is set to offer Kiwi shoppers a look into the future of retail in terms of store design and technology product offerings.

"We're looking forward to demonstrating what the future of retail looks like in New Zealand. Everything in our Newmarket store has been selected to offer our customers the best in retail experience.

Our Newmarket store will also house our newest team member Nola, our new digital human.

She'll be in-store from today supporting our team members in providing our customers with the best experiences."

Nola, created in partnership with leading AI providers UneeQ and Jade, will be one of the first human-like interfaces backed by artificial intelligence in a New Zealand retail store.

Consumers' favourite brands will play an integral part in the new store, with a showcase of new products housed in a forward-thinking, expertly designed retail space.

- Nola will be instore to help shoppers navigate the store and answer questions they have. Her knowledge and expertise will develop through customer interactions over time.
- Samsung will feature a Smart Home experience zone including the Samsung TVT; a TV that becomes eye-catching framed art.
- Panasonic's transparent OLED television will be on display, giving an indication of future models to come in 2020.

- Apple is set to showcase their biggest retail execution in New Zealand outside of their own Apple stores.
- For foodies and home designers alike, the Kitchen zone will host a range of items such as SMEG's retro vertical fridge and Fisher & Paykel's 'knock to pause' dishwasher.
- Other products housed at Newmarket Noel Leeming include Kate Spade phone accessories and premium HP computers.

The Newmarket precinct has been designed to cater for a new generation of inner-city dwellers and Noel Leeming has adapted their in-store environment to cater for a new shopping style in an age of e-commerce.

Visit the Noel Leeming store and welcome Nola at Westfield Newmarket from 9:00am today.

**ENDS**

**About Noel Leeming:**

In December 2012 Noel Leeming Group was acquired by The Warehouse Group. Noel Leeming has 77 stores nationwide and provides end to end service throughout New Zealand. As a leading kiwi brand for over 46 years Noel Leeming strives to offer a superior standard of service and the very best global and local consumer technology and appliance brands. Noel Leeming has passionate experts that are always ready to help and make Kiwi lives better. To find out more, visit <https://www.noelleeming.co.nz/about-us>

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