

New Musica Megastore at The Zone @ Rosebank

 By [Ilva Pieterse](#)

17 Jun 2010

A new Musica Megastore in The Zone @ Rosebank opened last week showing the company's new vision for its retail outlets. The store is filled with CDs, DVDs, games, books, and accessories, and features live bands



A life-sized Super Mario was eager to pose with guests for photographs at the launch, and free drinks and snacks were in constant supply. The 856m² store is fitted with energy-efficient LED lighting and displays larger-than-life posters of movie scenes, CD covers and the like. The store also includes a colourful children's section, and has both listening booths and gaming stations.

"It has taken us three years to make the transition from our original vision of 'Listen with your Soul' to providing consumers with the ultimate retail entertainment experience," said Ralph Lorenz, MD of Musica. "Our focus areas through the revamp have been look, feel, and service."

The new store offers over 14 000 CDs and 2500 DVDs across all genres.

Live performances in-store

Probably the most unique feature of the new Megastores is the regular live performances that will be taking place in-store. The shows will be followed by artist signings so that fans can get up close and personal with their favourite local idols. Artists like Kwela Tebza, TKZee, Mandoza and Ntando have already rocked shoppers.

The launch featured South African musician Louise Carver, who sang many of her best-loved ballads, including some from her new album "Look to the Edge".

Other Megastores have already been rolled out at Cavendish Square, V&A Waterfront, and Canal Walk. Gateway in Durban will be the next shopping mall to unveil a revamped Musica.

More information and full gig-guides for live in-store performances can be found at www.musica.co.za.

ABOUT ILVA PIETERSE

Ilva Pieterse has been involved in the media industry for over 13 years. During this time, she has written for and been involved in many online and print publications across a wide variety of industries, but mainly focusing on the IT sector. Examples of her creative work can be found at www.consciencefiction.com

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