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## **2007 - a Second Apple Store in Scotland**

### *Edinburgh, prepare for Apple!*

A company that grows like Apple did this year needs to extend its retail stores network to keep up with this growth, and I am not saying something new here. Obviously, the big guys in Cupertino are also aware of this fact, and they have a lot of plans. According to AppleInsider's sources, Apple managed to secure retail space along Edinburgh's main shopping strip on Princess Street and renovations of the location are expected to begin sometime next year. At this time, the precise location of the future Apple store in Edinburgh is yet to be revealed. The Princess Street store won't be the first Scotland-based Apple retail shop, since it's going to operate alongside another shop located in Glasgow. At this time, the difference is that the location of the Glasgow store is known, since Apple filed a building planning application that estimates expenditures of over 2,000,000\$ for renovating a building at 147 Buchanan Street. The stores I told you about are only two, but Apple has serious thoughts for the next few years, planning to open some 20 additional UK-based retail locations, and that's not all! Do you live in France? Are you looking for an Apple retail store and can't find it? Well, don't worry, the only problem is that such a store doesn't exist yet, although Apple has been seeking for a location on the notorious Champs Elysees in Paris since 2003, but to no avail yet. Let's hope that Apple manages to find a suitable location on the boulevard that I just mentioned and they are going to join the existing high-profile stores located there, such as Sephora, Mercedes-Benz, Swatch or Givenchy.