

# digiDirect™

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## digiDirect Melbourne Reopens With Fresh New Look



MELBOURNE: digiDirect has reopened its marquee Melbourne store after a re-fit that showcases products from its new categories—computers, mobile, gaming and streaming—alongside its traditional specialty offering of cameras and imaging.

One of Australia's fastest growing consumer electronics retailers, digiDirect recently added brands including Apple, Samsung, AOC, Lenovo, Oppo, Rode, Logitech, Elgato, LaCie, Corsair and others to join its stable, which already includes Canon, Sony, Fujifilm, Leica, Nikon, Panasonic, Olympus, DJI, Tamron, Sigma, Manfrotto, Sandisk, among others.

“The refit of our Melbourne CBD location represents the new exemplar of the digiDirect store as a specialist retailer of carefully curated brands and products in the broader consumer electronics space,” said digiDirect General Manager, Haig Kayserian.

“Our recent category expansion has been driven by a goal to have more products available to our customers, who are primarily camera shoppers that no longer need to shop elsewhere for compatible items like monitors, mobile phones, laptops, gaming and streaming accessories.”

“We have been supplying these products online at [digidirect.com.au](http://digidirect.com.au) for several months, and the success of that experiment made it essential to ensure our stores are able to showcase core selections, with Melbourne CBD and Sydney CBD becoming the first cabs off the rank,” Kayserian added.

The digiDirect Melbourne store, located at 217 Elizabeth Street in the heart of the city, is managed by Mark Bountroukas, and his team are ready for business.

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### **ABOUT digiDirect – where everything clicks.**

digiDirect is one of Australia's largest retailers of consumer electronics. Having started as a retailer specialising in cameras and imaging, digiDirect's six brick-and-mortar stores across the country maintain that speciality with expert staff and the widest range of products.

Their website, [digidirect.com.au](http://digidirect.com.au) is one of the most popular online retail destinations in Australia, offering tens of thousands of products shipped to thousands of loyal customers from the company's state-of-the-art Sydney headquarters.

Founded by Managing Director Shant Kradjian in 2005, digiDirect employs over 120 staff across multiple states and enjoys important relationships with multinational supplier partners, payment, loyalty rewards, logistics and other service providers.