



MediaMarkt Bruges reopens refurbished store with enhanced experience, service and local convenience

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MediaMarkt Bruges is reopening its refurbished store, marking a clear step forward in shopping comfort, service and customer experience. The move not only created the opportunity to modernise the store concept, but also to rethink the layout and size of the store. With a surface area of 1,400 m², a renewed Smartbar and several experience zones, MediaMarkt Bruges brings the latest Core concept to the city.

Renewed concept in a familiar location

The store remains located in the same shopping area, maintaining its strong accessibility. Customers can still count on ample parking and a bus stop right in front of the store.

“With the reopening of MediaMarkt Bruges, we are investing in a store that better meets what customers expect today: easy accessibility, personal advice and an environment where technology truly comes to life,” says Olivier Van Den Bossche, CEO MediaMarkt Benelux. “By staying in this familiar location while thoroughly renewing the store, we combine local convenience with the latest MediaMarkt experience.”

The area surrounding the store is also receiving a strong boost. In addition to MediaMarkt, the site includes the new Albert Heijn XL, HEMA, Medi-Market and Brico, among others. Other brands have also shown interest in establishing themselves at this renewed location once the remaining retail spaces become available. This allows the site to further develop into a strong commercial destination in Bruges.

More service, more experience

The renewed store has been designed according to MediaMarkt’s Core concept, with more clarity, more comfort and more space to discover products. Customers will find the familiar broad assortment, complemented by a renewed Smartbar for advice, support and additional services.

MediaMarkt Bruges is also placing a stronger focus on experience. The store features several experience zones, including a Coffee Zone, Gaming Zone and Entertainment Zone. This allows customers not only to view products, but also to test, experience and compare them in an environment that is closer to their daily use.

A festive start during the sales period

The reopening coincides with the sales period, allowing customers to immediately benefit from strong promotions. On top of that, MediaMarkt Bruges is offering exclusive deals that are only available in this store.

To turn the reopening into a true experience, the store will feature a DJ, coffee tasting, fresh waffles and a gaming seat experience. In this way, the renewed store is not only officially opened, but immediately brought to life.

New leadership and young talent on the shop floor

There is also a lot happening within the team. Christophe Schwing has recently become the new CCO of MediaMarkt Bruges. This change brings new energy to the shop floor, with a strong mix of experienced employees and young talent being given the opportunity to develop further.

In addition, a new Customer Experience Manager has been appointed, bringing years of experience. Together with the full team, this reinforcement should ensure that customers can count on personal advice, strong service and a pleasant experience during every store visit.

“This reopening feels like a new chapter for our team and our customers,” says Christophe Schwing, CCO of MediaMarkt Bruges. “We are starting with a renewed store, fresh energy and a team that is ready to help every customer in the best possible way. The combination of experience, young talent and an additional focus on customer experience makes us stronger than ever.”

About MediaMarkt

MediaMarkt is Europe's largest electronics retailer and currently operates 30 stores in Belgium. In the Netherlands, there are now 54 stores, and 2 in Luxembourg. In total, the retail chain operates around 1,000 stores across 11 European countries. At MediaMarkt, the consumer comes first. Every year, more than 100 million consumers visit MediaMarkt, either in-store or online. Through its omnichannel proposition, consumers are served across a wide range of channels and can decide for themselves how, where and when they choose, purchase and receive electronics: in-store, via the webshop, through the app or on the Marketplace. At the Smartbar, which can be found in every MediaMarkt store, customers receive full support through advice and additional services, such as unique TV calibration and the setup of laptops, tablets and smartphones. In addition, customers can choose from a broad range of TV and mobile phone subscriptions, as well as various green energy providers. With BetterWay, our sustainability proposition, we help consumers make more sustainable product choices and adopt more sustainable behavior. The retail chain was founded in 1979 and is part of the MediaMarkt Saturn Retail Group. More information is available at www.mediamarkt.be.

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