

INTERNET

Meta to open first physical store next month

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Meta is opening its first store in California. Image credit: Meta

By LUXURY DAILY NEWS SERVICE

Media company Meta Platforms, formerly Facebook, has announced its plans to open its first retail store next month.

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Opening May 9 at the Meta campus in Burlingame, California, consumers will be able to experience Meta hardware products first-hand. Meta wants consumers to have the ultimate tangible experience interact with, hold, try on and feel all their products.

"Once people experience the technology, they can gain a better appreciation for it," said Martin Gilliard, head of **Meta** Store, in a statement. "If we did our job right, people should leave and tell their friends, You've got to go check out the Meta Store."

Step inside

There will be several different products and features for consumers to experience at the new Meta Store.

Visitors can make video calls with Portal, experience Ray-Ban stories which allow wearers to take photos and videos and share them on Facebook View, explore VR with an immersive Quest 2 demo and more.



Meta's ultimate goal with its new physical space is to show people its partners' products capabilities. Image credit: Meta

The Meta Store is 1,550 square feet, and has been thoughtfully placed close to Reality Labs HQ, where Meta is building its metaverse.

Meta's ultimate goal with its new physical space is to show people its partners' products capabilities, while also giving consumers a glimpse into the imminent future.

Last October, social media company Facebook rebranded as Meta to reflect its new focus on the metaverse.

Meta allows the technology giant to unify its apps and technologies including Facebook, Instagram, WhatsApp and Oculus under a single, cohesive brand identity. The company describes the metaverse as a "hybrid of today's online social experiences, sometimes expanded into three dimensions or projected into the physical world" ([see story](#)).

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