# Dreame to open first physical store in Birmingham



A new retail venture is on the horizon for Birmingham as Dreame, a prominent player in the smart home technology sector, prepares to unveil its first physical store. The outlet will be located on New Street, within the site previously occupied by Clarks shoe shop, near the Bullring shopping centre and adjacent to O2.

Dreame is known for its innovative line of household robots designed to streamline everyday tasks. These products include robot vacuums, mops, high-speed hair dryers, and robotic lawnmowers, which have traditionally been available through online channels. The store will mark the brand's first foray into offline retail, allowing customers direct access to their products.

The announcement has generated excitement among consumers and industry observers alike, as Dreame claims to be at the forefront of smart home cleaning innovation. The company prides itself on meticulously designing products to enhance convenience and improve the quality of life for users.

The exact opening date of the new store has not been disclosed; however, signage at the location indicates it will be "coming soon". Dreame products have previously been available in the region, notably in the Harvey Norman store at Merry Hill Shopping Centre.

In addition to its Birmingham location, Dreame's founder Yu Hao has shared insights into the company's future prospects, stating, "The future holds endless possibilities, including robotic lawnmowers, cordless robotic pool cleaners, and commercial food delivery robots." These upcoming innovations demonstrate the brand's commitment to expanding its product range and enhancing the convenience offered to customers.

Birmingham's New Street is also set to welcome another establishment this year, with Gail's, a bakery based in London, planning to launch its first branch outside the South in the city. The evolving retail landscape on New Street reflects broader trends in consumer preferences towards automation and modernised shopping experiences, as more brands embrace technology in their offerings.

As the city continues to develop its commercial landscape, Dreame's new store will contribute to Birmingham's reputation as a hub for innovative shopping experiences.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://markets.businessinsider.com/news/stocks/dreame-technology-aims-to-provide-smart-home-cleaning-solutions-1030285801> - Supports Dreame's focus on smart home cleaning appliances and their commitment to enhancing convenience and quality of life for users.
3. <https://ces.vporoom.com/2021-01-09-CES-2021-Dreame-Technology-will-Display-its-Flagship-Cleaning-Products-for-Smart-Home> - Provides details on Dreame's participation in CES and their range of smart home cleaning products, including robot vacuums and cordless vacuums.
4. <https://www.prnewswire.com/news-releases/all-dreams-in-one-dreame-dreame-technology-unveils-next-generation-smart-home-ecosystem-at-ces-2025-302342783.html> - Mentions Dreame's future prospects, including robotic lawnmowers and cordless robotic pool cleaners, aligning with the company's expansion plans.
5. <https://markets.businessinsider.com/news/stocks/dreame-technology-aims-to-provide-smart-home-cleaning-solutions-1030285801> - Highlights Dreame Technology's founder and their vision for improving global users' life quality through smart home appliances.
6. <https://ces.vporoom.com/2021-01-09-CES-2021-Dreame-Technology-will-Display-its-Flagship-Cleaning-Products-for-Smart-Home> - Quotes Yu Hao, founder and CEO of Dreame, on the company's commitment to technological progress and convenient lifestyles.
7. <https://www.prnewswire.com/news-releases/all-dreams-in-one-dreame-dreame-technology-unveils-next-generation-smart-home-ecosystem-at-ces-2025-302342783.html> - Details the advanced features of Dreame's products, such as the X50 Ultra robot vacuum, which enhance convenience and improve the quality of life for users.
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