

digiDirect™

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Industry Attends digiDirect Parramatta Grand Opening



PARRAMATTA: digiDirect formally opened its Parramatta Westfield store greeted with large queues of customers and an audience of industry heavyweights representing some of the biggest brands in consumer electronics.

After completing the acquisition of Tom Saade's Parramatta Cameras store on 4th July 2022 to establish its presence in the critical Western Sydney catchment, digiDirect embarked on a refit which was revealed to all in attendance for the festivities on 1st September 2022.

General Manager Haig Kayserian called the store "a manifestation of digiDirect's goal to service the 'modern camera consumer', displaying a range anchored in cameras and imaging, and complimented by a carefully curated range of computers, mobiles, gaming and streaming products".

"We want digiDirect to become as synonymous to gamers, streamers and content creators as we are for photographers, videographers, hobbyists and editors," added Kayserian.

In line with these goals, digiDirect Parramatta showcased brands including Canon, Sony, Fujifilm, Leica, Nikon, Panasonic, Olympus, DJI, Tamron, Sigma, Manfrotto and Sandisk, as well as Apple, Dell, Asus, Samsung, AOC, Lenovo, Oppo, Rode, Logitech, Elgato, LaCie, Corsair, among others.

Many of the representatives of these brands were in attendance, along with former store owner Tom Saade, as Group General Manager Sina Clayton and digiDirect Parramatta Store Manager Cameron Mount cut the ribbon to open the latest phase in the growth of one of Australia's fastest growing consumer electronics retailers.

A large number of customers also enjoyed great opening deals throughout what was a record weekend for the store, which was jazzed up with an in-store DJ, coffee cart and digiDirect branded goodies.

"We thank our owner Shant Kradjian for his visionary and inspirational leadership, and for allowing us on his special journey to serve the modern camera consumer while honouring the brands they love with care and respect," said Kayserian.

The digiDirect Parramatta store is located at Westfield Shop 2101-2103 Level 2 (159 Church Street) Parramatta NSW.

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[Click here for Photos and Videos of digiDirect Parramatta Grand Opening.](#)

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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 seven brick-and-mortar stores across the country maintain that speciality with expert staff and the widest range of products.

Their website, 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 130 staff across multiple states and enjoys important relationships with multinational supplier partners, payment, loyalty rewards, logistics and other service providers.