

# MEET YOUR DEALER

## Choice Hi-Fi

**C**hoice Hi-Fi is a perfect example of the new wave of audio supplier, eschewing the conventional dealership for a more personal and domestic approach. Customers can pick and choose from the company's extensive range of new and 'pre-loved' audio equipment in an environment more like the end user's than any store. Featuring a range of top-class audio products from old and new, Choice Hi-Fi works out of its Richmond-upon-Thames premises, to give a sense of real domestic products in a real domestic environment.

There are good points and bad points to this way of working, and it seems Choice Hi-Fi has addressed many of them head on. We think the company has a fascinating insight into the next phase of home audio retail, so we spoke to company top-dog Alain Abensur on how audio business is changing.

### **What brands/products do you stock?**

Choice Hi-Fi is unique in that we carry established and well respected brands such as SME, Avalon, Mark Levinson, Primare, Revel, Townshend Audio, Bel Canto, Furutech, Stillpoints, Entreq, TelluriumQ, VTL, and Tom Evans, as well as lesser known but equally capable newer up-and-coming brands such as B.M.C Audio, Analog Domain, Ubiq Audio, Melco, and Exogal. In addition to this we are perhaps best known for having a huge and diverse range of

used equipment; right now for example we have pieces from Krell, Jeff Rowland, Classe, Koetsu, Dan D'Agostino, Clearaudio and many more.

We believe this marriage of new and used equipment allows us to offer our customers complete and cost effective solutions to their hi-fi needs.

We also offer to undertake third party sales, selling our customers products to fellow enthusiasts that want the same level of service, peace of mind, and support without resorting to vagaries of eBay and the like. More on this later, perhaps!

### **What inspired you to get into the industry?**

For me it was simply a passion for music and a love of hi-fi. Having come from an engineering background (primarily in automated machinery) ▶

