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Market OTB returns to Dubai Shopping Festival for 3rd successive year

Participation of over 80 vendors reflects growing popularity of region’s one-of-a kind out of the box retail and lifestyle marketplace

Market Outside the Box (OTB), the region’s unique retail and lifestyle concept, is returning for its third successive edition during Dubai Shopping Festival 2016 with a bigger number of vendors offering everything from apparel to entertainment, fashion to food and fitness.

Conceived in 2014 by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), and the organisers of DSF to encourage and support emerging businesses and talented individuals in realising their entrepreneurial ambitions , Market OTB has grown to over 80 participants in its third straight year.

As a main DSF attraction, Market OTB opens on 21 January at the Burj Park and runs until 30 January with the participating brands providing visitors the opportunity to have a fascinating shopping experience within a vibrant ambience.

This year Market OTB is not just focusing on the emerging product based market Dubai has cultivated but will also be showcasing the emerging market for personalities in health and fitness, music, entertainment and design.

H.E. Laila Mohammad Suhail, CEO of DFRE, said: “Market OTB was built around the notion that an innovative platform for emerging brands and budding entrepreneurs would help stimulate fresh thinking within a creative retail environment, and ultimately not only realize their hidden potential but also offer their products and services to a huge customer base made up of residents and visitors from all over the world who will arrive in Dubai for the Dubai Shopping Festival.

“Through Market OTB, we aim to promote grass roots retail engagement, as part of our continuing efforts to support and boost retail growth in Dubai. This out of the box approach will put the spotlight on home-grown and regional business talent during the most famous retail season, the DSF and provide them with an opportunity to showcase and sell their products and services.”

To make the outing truly exciting for the whole family, the 10-day Market OTB will also be offering visitors the opportunity to experience a number of family-oriented entertainment activities including shows, music, drama, dance and poetry, or even catch the latest creative documentaries at the pop-cinema, as well a multitude of dining options, notably a wide selection of Food Trucks and edible delights from your favorite independent eateries. The line-up of activities will include talks by experts in diverse areas that will be beneficial to both participants and visitors.

The 10-day Market OTB is open from 4pm – 10pm during the weekdays and from 10am to 10pm on weekends, offering DSF visitors the chance to be a part of this creative cultural movement that aims to showcase brands not found in conventional retail venues.

Among the emerging brands participating in Market OTB are Army of One, Boom & Mellow, Deborah Henning, Dee by Dalia, The Hipster, Little Majlis, Neon Edge, Micaroon, West L.A, Little Farasha, The Quarter Collectiv, Twisted Roots, Studio Manhattan, and Hautletic.

For information on Market OTB, log on to [www.dsfmarketotb.ae/](http://www.dsfmarketotb.ae/)

DSF 2016 runs from 1 January to 1`February under the tagline “Unwrap The Exceptional’ aimed at offering extraordinary and memorable shopping experiences to residents and visitors at the citywide celebration.

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