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**Paris Gallery Surprises DSF Shoppers with Special Flash Mob at Dubai Festival City Mall**

With residents and tourists from around the world enjoying the unprecedented shopping, entertainment and winning experiences that are taking place all over the city during Dubai Shopping Festival, Paris Gallery sprang a delightful surprise on shoppers during the weekend with a flash mob activation at the Dubai Festival City Mall.

The special flash mob featured eight professional models and made them the centre of attention as they showcased Paris Gallery’s amazing offers, discounts and the new collection.

Mohamad Jaber, Group Marketing & Communication Manager, said that the flash mob promoted the latest watches, purses, sunglasses, and accessories from the store: “One of the exclusive promotions offered by Paris Gallery is the chance to win shopping vouchers worth AED1000. To be eligible, customers must snap a selfie with a Paris Gallery shopping bag and share it on their social media page.”

He added: “Most of our customers are locals and from the GCC, with the average amount spent during visits to Paris Gallery being AED 1000. We have already seen a considerable increase in footfall in the first two weeks of DSF 2016 with the majority of shoppers being women”.

Paris Gallery is a Strategic Partner of DSF organisers, Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM).

Maya Elmoratada, a Lebanese woman residing in Dubai, found out about Paris Gallery flash mob via social media and decided to visit the store to check it out and also to shop. “This is my first DSF experience and I never imagined it would be this great, there are so many promotions and activations. So far I have spent around AED 5000 during the Dubai Shopping Festival on makeup, glasses and shoes.”

Brazilian model, Natasia, a professional model, who has been living in Dubai for eight years, said: “Dubai is a fantastic place to be a model as there are always lots of activations happening so there is always work. I really love DSF because it allows me the chance to buy all the products that I need for my job, such as cosmetics, clothes and accessories. I also shop for gifts that I can send back to Brazil.”

Natalia Preski, models’ agent from Moldova, said: “The Dubai Shopping Festival is a great event and it is such a big festival that the demand for models is high. My company is a liaison between models and clients and we get requests for models for everything, from fashion shows to hosting events.”

Emirati sisters, Azza and Fatema, took advantage of the huge promotions offered by Paris Gallery and were gifted a full make-up set for their loyalty to the store. Azza said: “This year’s DSF is the best to date. Not only are the prices and promotions more competitive than before but even the activations and events are very impressive and entertaining.”

Her sister Fatema remarked: “My sister and I are here at Paris Gallery to make use of the discounts and to do our usual shopping which never amounts to less than AED 1000 each. What really sets Paris Gallery apart is how much they care about their clients, the quality of their products and their originality. Also, the people who work here are experts when it comes to types of make-up, their expiry, and their suitability to different types of people.”

Marwa Awni, who is visiting Dubai from Tunisia specifically for DSF for the third time, said: “I love the liveliness of the Dubai Shopping Festival. There is nothing else like it in the world. I plan every year to come to Dubai and buy everything that I can afford, with clothes, cosmetics, shoes and accessories being at the top of my shopping list.”

DSF 2016 runs until 1 February under the tagline ‘Unwrap The Exceptional’ and offering visitors exceptional shopping, winning and entertainment experiences throughout the 32 days of citywide celebrations.

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