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## Top UAE retail groups rally to reward shoppers with incredible offers at The Big Spring Clearance Sale

- Retail event from 31 March – 2 April features over 40 fashion, lifestyle and beauty brands under RSH Limited, Azadea Group , Apparel Group M.H. Alshaya Co. and Landmark Group
- Upto 90 % off on a wide range of merchandise
- Chance to win two daily prizes of AED 5,000 and Dodge Challenger on last day

Leading retail groups in the UAE - **RSH Limited, Azadea Group , Apparel Group M.H. Alshaya Co. and Landmark Group** - have joined hands with the Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing (DTCM), to provide an incredible 3-day shopping experience at The Big Spring Clearance Sale, running from 31 March to 2 April at Dubai World Trade Centre.



With discounts of up to 90 % from over 40 of the world's most famous fashion, lifestyle and beauty brands including Birkenstock, TOMS, Tommy Hilfiger, ALDO, Foot Locker, Topshop, MUJI, H&M, COS, Lifestyle, Carpisa, Ecco, Steve Madden, Mood, Gymboree, Boggi, Salsa, Punt Roma, to name a few, this new retail event in Dubai will offer shoppers the opportunity to pick up designer products at unmatched prices.

The Big Spring Clearance Sale, a free to enter event occupying three halls at Dubai World Trade Centre (Halls 1, 2 & 3), will be held daily from 11am to 11pm.

Commenting on the new retail event, **Saeed Mohammed Mesam Alfalasi, Executive Director, Strategic Alliances Division, DFRE**, said: “With the development of the retail sector being at the heart of DFRE’s mandate, we believe events like The Big Spring Clearance Sale provide the perfect platform for our retailers to further enhance their profile and reach out to both loyal and new customers with amazing offers. The success of The Big Summer Sale that we organised in the summer of 2015 encouraged us to look at another retail event that would further enrich the shopping experience in a city always buzzing with excitement, and which would integrate well with the city’s overall festive spirit and growth as a regional retail hub.



He

added: “DFRE is committed to launching trend-setting festivals and events with aim of supporting our partners in the private sector, and The Big Spring Clearance Sale is a demonstration of how Dubai continues to maintain its leadership role in the retail sector in the region. For the participating retailers, it is an excellent avenue for raising awareness of their brands, arrange product sampling, promotions, and also offer them the opportunity to have an end-of-season sales period prior to the arrival of new stock”.

**Cesar Moukarzel, UAE Country Manager, Azadea Group LLC.** said: “Azadea Group prides itself on having a wide range of attractive brands that suits the needs of a large customer base, and with over 50 international worldwide brands and more than 650 stores in the region, the Group has brought premium fashion and lifestyle brands to customers across the Middle East. It is always a pleasure for Azadea to be part of Dubai Festivals and Retail Establishment activities, and for over a decade Azadea has been part of Dubai’s main events, partnering up with DFRE to offer our customers a unique Fashion experience.



“Our

customers can enjoy fantastic offers during The Big Spring Clearance Sale, which is taking place at Dubai World Trade Centre from March 31st to April 2nd. Shoppers will find unique offers from Gymboree, Salsa Jeans, Boggi, Persona, Marina Rinaldi, Mood, Punt Roma and other brands with discounts ranging from 70% to 90 %. Customers can expect a rich variety of products from fashion apparel to shoes, and home accessories.”

An **Alshaya** spokesperson, said: “At Alshaya, we’re always looking for ways to provide customers with a range of shopping experiences and the widest choice. Working with Dubai Festivals and Retail Establishment is always a pleasure, and events like these provide a great platform for shoppers to experience our brands in a different setting”.





**Vipen Sethi, Director, Landmark Group**, said: “Landmark Group is happy to support DFRE's Big Spring Clearance Sale. This is a great initiative bringing a plethora of brands for customers under one umbrella. We believe that this caters to customers seeking attractive deals, and provides brands with the perfect platform to engage with them. We welcome opportunities to partner with DFRE and believe that it will have a positive impact on business”.

As part of the excitement that will be created at The Big Spring Clearance, every visitor will be given a ‘Visit and Win’ raffle coupon that will be entered into a daily draw, offering two prizes of AED 5,000 in cash. In addition to this free to enter raffle, shoppers who spend AED 300 at the event will be entitled to a ‘Shop and Win’ raffle coupon that will qualify them for instant prizes such as gold pendants, branded watches, sunglasses and perfumes, and also be entered into a draw on the last day for a grand prize of a Dodge Challenger XT.7Days is Media Partner of the event.

The participating brands include:

**RSH Limited** – Reebok, Adidas, Billabong, Rockport, BCBGMAXAZRIA, Ted Baker, bebe, Vince Camuto, The Kooples

**Azadea Group** - Mood, Gymboree, Persona, Marina Rinaldi, Boggi, Salsa, Punt Roma.

**Apparel Group** - The Athlete’s Foot, Birkenstock, TOMS, Tommy Hilfiger, Nine West, ALDO, Call It

Spring **M.H. Alshaya Co.** - Debenhams, Claire’s, Foot Locker, Express, Jack Wills, Milano, Topshop, NEXT, Evans, Dorothy Perkins, Wallis, MUJI, H&M, COS

**Landmark Group** - Lifestyle, Carpisa, Dumond, Ecco, Kazar, Kurt Geiger, Nose, Pablosky, Puket, Steve Madden, Stride Rite, Valencia

For more information, visit [www.thebigclearance.com](http://www.thebigclearance.com)