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Dubai to step up shopping excitement with The Big Spring Clearance

- New retail event from 31 March – 2 April to occupy three halls of Dubai World Trade Centre
- Up to 80 % off on designer products from 40 international fashion, lifestyle and beauty brands
- Chance to win two daily prizes of AED 5,000 and Dodge Challenger on last day



The Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), has announced a new retail event, The Big Spring Clearance, from 31 March to 2 April, that will offer shoppers in Dubai the opportunity to pick up designer products from some of the world's most famous fashion, lifestyle and beauty brands at unmatched prices.



The Big Spring Clearance is a free to enter event that will occupy three halls of the Dubai World Trade Centre, and offers shoppers hefty discounts of up to 80% on a wide range of merchandise from apparels to fashion accessories, cosmetics to perfumes, shoes, bags and much more.

The 3-day event features pioneering retail groups in the UAE representing around 40 renowned brands including Adidas, BCBGMAXAZRIA, Ted Baker, Zara Home, Boggi, Salsa, TOMS, Tommy Hilfiger and Aldo, to name a few. The event, which will run daily from 11am to 11pm across Halls 1, 2 & 3 of Dubai World Trade Centre, coincides with the spring vacation for schools in the UAE, giving more people the opportunity to shop for these incredible offers.

H.E. Laila Mohammad Suhail, CEO of Dubai Festivals and Retail Establishment (DFRE), said: “Retail



promotions in Dubai like The Big Spring Clearance provide participating retailers an excellent platform for brand awareness, and also offer them the opportunity to clear stocks before the arrival of a new season, while enhancing the overall shopping experience in Dubai. The Big Spring Clearance is also ample testimony to the strong collaborative spirit of Dubai’s government and private sectors. Indeed, this unique partnership has helped create a thriving retail environment that has led to Dubai being ranked only second after London as a city that has the largest collection of international retail brands”.



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.