

Issued by the Media Centre of Dubai Festivals and Retail Establishment
31 March 2016

Strong turnout for The Big Spring Clearance Sale opening

The Big Spring Clearance Sale, Dubai's new retail event, opened on Thursday (31 March) with thousands of shoppers making a beeline to Halls 1,2 & 3 of Dubai World Trade Centre to pick up fashion, lifestyle and beauty products and accessories from some of the world's best brands at incredibly low prices.



The Big Spring Clearance Sale, open daily from 11am to 11pm, features over 50 international brands offering discounts up to 90 % across all three days of the free to enter event, organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM). The participating brands come under five leading retail groups in the UAE - **RSH Limited, Azadea Group , Apparel Group, M.H. Alshaya Co. and Landmark Group.**

Saeed Mohammed Mesam Alfalasi, Executive Director, Retail and Strategic Alliances, DFRE, said: “We



are pleased that some of the pioneers of UAE’s retail sector have extended their wholehearted support to The Big Spring Clearance Sale. Their participation in this event is ample testimony to the continued collaboration between the government and private sectors that have helped create a flourishing retail environment in Dubai. The huge visitor turnout to The Big Spring Clearance Sale has set the tone for the remaining two days of this must-visit shopping event. With leading brands giving away unbeatable offers, we invite shoppers to make the most of The Big Spring Clearance Sale”.



Visitors from many different nationalities went on a shopping spree in the first day, snapping up amazing bargains on an array of designer merchandise from apparel to bags, shoes to cosmetics, perfumes, and much more.



Omani national Mohammed Al Balushi and his family have been thoroughly enjoying their holiday in Dubai and saw The Big Clearance Sale as the perfect place for them to go shopping in the early days of their stay in the emirate.

“We read about this clearance sale in the newspapers and we couldn’t wait for it to open. Now, I am waiting for my wife to come out of the stall. She took my credit card and has been inside ever since”.

Shezelle Shahour, from Lebanon, who got to know about the event on Facebook, was busy shopping gifts for her family. “This is an awesome place. I got some great bargains and I am looking for more big deals”.

Azza Ahmed, who heard about the event from friends, purchased clothes, shoes and other gifts for her family back home in Egypt. “I am going home on vacation and this sale has opened at the right time for me”.

Ernesto Sotocua, from the Philippines, is currently on holiday in Dubai, and lost no time in rushing to the Dubai World Trade Centre to be among the first visitors to The Big Spring Clearance Sale.

“I just took a taxi from the hotel and came here fast. I am lucky to be in Dubai at this time because I love branded stuff and this is really amazing. I bought shoes from Kenneth Cole and am now hunting for a jacket from Calvin Klein,” he said.

Sobia Hashemi, a Dubai-based Pakistani expatriate, was seen carrying bags filled with products from ALDO but she hadn’t finished her shopping chores at The Big Spring Clearance Sale.

“I was also at The Big Summer Sale last year but I got to know about it at the last minute, so I was unprepared. This time, however, when I heard about The Big Spring Clearance Sale I had a lot of time to plan on what to buy. All these are gifts for my family as I am going home soon on vacation”.



Further enhancing the shopping experience at The Big Spring Clearance Sale is a daily **Visit and Win** raffle draw offering visitors the chance to win two prizes of AED 5,000 in cash every day. Additionally, for every AED 300 spent at the The Big Spring Clearance Sale, shoppers will receive a **Shop and Win** raffle coupon that will give them the chance to win 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 SXT.



Participating in this end-of-season clearance sale prior to the arrival of new stock are renowned fashion, lifestyle and beauty brands including Birkenstock, TOMS, Tommy Hilfiger, ALDO, Foot Locker, Topshop, MUJI, H&M, Lifestyle, Carpisa, Ecco, Steve Madden, Mood, Gymboree, Boggi, Salsa, and Punt Roma.

The participants include the following:

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, Calvin Klein, Cath Kidston, Charles & Keith, Kenneth Cole, La Vie En Rose Pedro, Naturalizer, Aeropostale, Beverly Hills Polo Club, Nautica,

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

Landmark Group - Lifestyle, Carpisa, Ecco, Nose, Pablosky, Puket, Steve Madden, Stride Rite, Valencia

For more information, visit www.thebigclearance.com

- ends -