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## The Big Spring Clearance Sale drew over 115,000 visitors

- Shoppers picked up incredible bargains from international brands during 3-day event at Dubai World Trade Centre

A fantastic response to The Big Spring Clearance Sale from 31 March to 2 April saw over 115,000 visitors and shoppers flock to Halls 1, 2& 3 of Dubai World Trade Centre to take advantage of incredible offers from an array of international brands for the debut event.



Shoppers snapped up discounts of up to 90 % on an extensive range of merchandise including apparel, bags, shoes, perfumes and other fashion accessories, from famous 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. Four of the UAE's leading retail groups, RSH Limited, Azadea Group, Apparel Group M.H. Alshaya Co. and Landmark Group backed the event.

**Saeed Mohammed Mesam Alfalasi, Executive Director, Retail and Strategic Alliances, DFRE,** said: "We are overwhelmed by the response to The Big Spring Clearance Sale, our first retail event to be launched at this time of the year to further enhance our solid partnership with the retail sector. Every shopper loves to pick up a good bargain, and one could see and feel the excitement that The Big Spring Clearance Sale created among shoppers across all three days. The event's success is evident in the massive footfall and sales registered during the three days, and has given us great encouragement to hold a similar event in the summer".



Adding to the shopping excitement were two raffle draws. Visitors to the free to enter event were given a **Visit and Win** raffle coupon that was entered into a daily draw, offering two fabulous prizes of AED5,000 in cash a cross the three days. The winners of the daily draws were:

- 1) **Mr. Atique Khan from Pakistan** (raffle 097583)
- 2) **Ms. Arya Rajan from India** (raffle 064446)
- 3) **Ms. Sabiha from India** (raffle 043499)
- 4) **Ms. Nesrine Amara from Algeria** (raffle 030383)
- 5) **Mr. Christian Jay Gracia from Philippines** (raffle 019073)
- 6) **Ms. Nazan Imran from Pakistan** (raffle 024902)

Additionally, shoppers who spent AED300 at the event were entitled to a **Shop and Win** raffle coupon that gave them the chance to win the grand prize of a Dodge Challenger SXT and also instant prizes such as gold pendants, branded watches, sunglasses and perfumes. The lucky shopper who won the grand prize is Ms. Donna Belle Reyes from the Philippines (01971).

