

**PRESS RELEASE**

## **Shop for luxury that you can afford this DSS**

### **Summer season brings cheer to retailers of high-end products**

**Dubai, UAE, August 3, 2016:** Dubai's appeal as a leading shopping destination has been further enhanced by the numerous bargains and special deals being offered by luxury retailers representing an array of international brands during the ongoing Dubai Summer Surprises (DSS) extravaganza.



The annual DSS, organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), helps revitalise Dubai's retail sector in the summer, and it is no different this year with the luxury segment reporting an upswing in business during the summer extravaganza.

Alongside the retail promotions and deals, DSS continues to enrich the shopping experience for residents and tourists by offering a host of fun-filled activities for families and children across the city.



Shakir Ali Mohammed, Deputy Manager, Rolex at Mall of the Emirates, said: “We find that shoppers are showing a strong interest in luxury watches this DSS, especially in our trendy new summer collections, both for men and women. This also includes sports and classic models and the classic watches segment, featuring stainless steel, gold and diamond-encrusted watches.”





“The new Rolex Daytona is at the top of the list at the moment, amongst admirers of sports luxury watches. The timeless and functional design is most sought out here, while the new Rolex Air-King attracts classic watch enthusiasts, and for which we have received numerous pre-orders,” Shakir added.

“We would like to thank DFRE, the organizers of DSS, as this summer fiesta gives a great boost to retail sales in Dubai, especially luxury goods, which promotes Dubai as a leading regional hub for those seeking to buy high-end brands,” Shakir said.



As retail stores participating in DSS offer discounts of up to 75 percent, new summer collections of high-end accessories, handbags and leather goods are also in in great demand, in addition to luxury watches.

Markati Palazzo, the popular designer fashion retailers, have decorated the store windows with exciting coloured pieces of their summer collection to bring attention to their DSS promotion.





Manal Ahmed, an Egyptian tourist, commented that DSS gave her the opportunity to purchase new collections at reduced prices. “DSS offers this special opportunity once a year, where I can snap up all the best bargains from high-end bag brands whilst my family and I enjoy unforgettable moments with entertainment activities at all the wonderful malls”.

Another visitor, Maryam Sami, also said that DSS gives her the chance to buy luxury items at not-to-be –missed prices. “DSS is great! Watches and accessories at unbelievable prices, exclusively available for the festival makes me want to shop here only during DSS! The very convenient option of placing pre-orders lets me make the most of these amazing DSS promotions”.



Research from a report published by Euromonitor International in the first quarter of 2016, show that sales of luxury goods in the UAE reached an excess of AED 17.5 billion in 2015, a 9.4 percent increase from 2014. The report expects sales of luxury goods to exceed AED 20 billion in 2017, and AED 24.5 billion in 2020.

DSS 2016 run until 20 August under the theme “Own The Summer” offering rewarding deals, great events and family fun.

**For more information,** go to: [www.dubaisummersurprises.com](http://www.dubaisummersurprises.com) and to participate in the DSS extravaganza, be sure to use the hashtag **#DubaiSummerSurprises** on the following social media channels:

**Facebook:** <https://www.facebook.com/dsssocial>

**Twitter:** <https://twitter.com/dsssocial>

**Instagram –** DSSsocial

**Snapchat –** DSSsocial

**Ends**

**About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate.

Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Convention and Events Bureau, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment). In addition to its headquarters in Dubai, Dubai Tourism operates 20 offices worldwide.