

PRESS RELEASE

Ibn Battuta Mall packs excitement into DSS shopping experience

Dubai, UAE, August 18, 2016: Ibn Battuta Mall has transformed this year's Dubai Summer Surprises (DSS) into an enriching experience for shoppers with special promotions and unbeatable deals combined with world-class entertainment led by the Miss Fortune Circus.



The Miss Fortune Circus is a fun-filled show featuring spectacular dances and mesmerizing balancing acts while visitors to the mall also have the opportunity to enjoy guilt-free retail therapy with huge discounts of up to 75 percent up for grabs on a wide range of products from local, regional and international brands. Further, **for** every minimum spend of AED 300, five lucky shoppers at Ibn Battuta Mall will each get to win vouchers worth AED 10,000 this week.

Commenting on the rewarding shopping experiences, Wajdi Ahmed, an Iraqi residing in the UAE, said: "My family and I enjoyed the Miss Fortune Circus, and while here we couldn't resist the temptation to shop. We bagged some great bargains including high-quality apparel, sportswear and accessories at reduced prices. We will certainly miss the DSS for its amazing family entertainment and big discounts".

Fiona Johnson, a New Zealand expatriate in the UAE, said: “We’ve just enjoyed this action-packed show. I will start shopping within a few moments and judging from the promotional banners on discounts surrounding me I am sure I will spend long hours enjoying my shopping”.



Another UAE resident, Beau Betty, who is a British national, said: “I encourage all to come and enjoy the Miss Fortune Circus at Ibn Battuta Mall and its mesmerizing acts. It’s the perfect entertainment for the young and young at heart. And of course while here you cannot resist the real bargains offered across the stores”.



Summer shopping has never been so good this DSS. One of the retail outlets offering unbeatable deals is Modell's Sporting Goods, which is offering discounts between 30-70 percent on shirts, footwear, bags and accessories. Another participating store at Ibn Battuta Mall is Ted Lapidus, offering discounts between 70-75 percent on all models of shirts, suits, t-shirts, jeans, and shoes while shoppers can avail themselves of discounts of up to 70 percent at Suite Blanco on a variety of shirts, shoes and other apparel, in addition to its DSS promotion "Buy One, Get One Free".



The 43-day DSS 2016, themed "Own The Summer" and organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism) concludes on Saturday 20 August.

For more information, go to: 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/dsssocal>

Twitter: <https://twitter.com/dsssocal>

Instagram – DSSsocial

Snapchat – DSSsocial

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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.