**ALERTING ALL BARGAIN HUNTERS!**

**DUBAI SUMMER SUPRISES UNVEILS ITS**

**72 HOUR DEALS**

**Dubai, 9 July 2017:** Today, Dubai Summer Surprises (DSS) reveals the full list of the retail outlets that will be participating in the first mid-week flash sales dedicated to Fashion apparel & Sporting Goods, with a variety of exclusive offers, from Monday 10 July until Wednesday 12 July.

The highly-anticipated shopping extravaganza boasts a list of local and international brands, all slashing their prices and providing additional discounts, which range from 10% to 20%.

The 72 hour sales are another opportunity for savvy consumers to shop until they drop, bagging bargains throughout DSS on everything from apparel to accessories and shoes to sunglasses.

Each week, top brands will participate across a wide variety of retail categories, including fashion, homeware, toys and much more. Details of the eagerly-anticipated discounts will only be revealed 24 hours beforehand so save the date and take advantage of all the unbeatable offers and discounts available throughout the city!

Full details of this year’s jam-packed calendar of events can also be found on the Dubai Summer Surprises website [www.dubaisummersurprises.com](http://www.dubaisummersurprises.com) or follow **@DSSsocial** for the latest information.

|  |  |
| --- | --- |
| **Brand Name** | **Discount** |
| & Other Stories | Extra 10% off Jerseys & trousers |
| Adams Kids | Additional 10% discount on ongoing offer |
| Al Jaber Optical | Additional 10 % discount on top of the normal sale |
| Aldo | Additional 10% Off on select items |
| Aldo Accessories | Additional 10% Off on select items |
| Ameerat Abaya | Additional 10% discount on selected items |
| American Eagle Outfitters | Additional 10% on sale lines |
| Anne Klein | Additional 10% discount on ongoing offer |
| Beyond The Beach | Additional 20% on selected apparel |
| Beyond The Beach Extreme | Additional 20% on selected apparel |
| Beyond The Street | Additional 20% on selected apparel |
| BHPC | Additional 10% discount on ongoing offer |
| Bossini | Additional 10% Discount on existing sale prices |
| Calvin Klein | Additional 10% Off on select items |
| Carter's | Additional 10% Discount on existing sale prices |
| Charles & Keith | Additional 10% Off on footwear |
| Charming Charlie | Additional 10% discount on ongoing offer |
| Coast | Additional 10% on sale prices |
| Collection of Style | Extra 10% off Jerseys, dresses & trousers |
| Converse | Additional 10% discount on selected items |
| Debenhams | Extra 10% discount on sale items only |
| Dorothy Perkins | Extra 10% on all sale items |
| Eastpak | Additional 10% discount on selected items |
| Evans | Extra 10% on all sale items |
| Foot Locker | Additional 10% on the sale percentage |
| Forever 21 | Shop for AED 350 and above and get extra 10% discount on sale items/ shop for AED 500 and get extra 15% discount on sale items |
| G-Star | Additional 10% discount on selected items |
| G2000 | Additional 10% Discount on existing sale prices |
| Garage | Additional 10% on sale items |
| Globe Sports | Additional 10% discount on selected items |
| Guess | Additional 10% discount on selected items |
| Herschel | Additional 10% Off on select items |
| Ipanema | Additional 10% discount on selected items |
| Jacadi Paris | Additional 10% Discount on sale items only |
| Jack Wills | Additional 10% on all sale items |
| Juicy Couture | Additional 20% Off Fashionline |
| Justice | Additional 10% off an selected lines |
| Karen Millen | Additional 10% on existing marked sale price |
| Kidiliz | Additional 10% discount on ongoing offer |
| Koton | Additional 10% discount on ongoing offer |
| La Vie En Rose | Additional 15% on sale items |
| Levi's | Additional 10% discount on ongoing offer |
| Lipsy | Additional 10% discount on ongoing offer |
| Milano | Additional 10% on the sale percentage |
| Miss Selfridge | Extra 10% on all sale items |
| Moreschi | Additional 15% on select items |
| Mothercare | Additional 10% on system price on footwear |
| MUJI | Additional 10% off an selected sale lines |
| Naturalizer | Additional 10% Off on select items |
| Nautica | Additional 10% discount on ongoing offer |
| New Balance | Additional 10% discount on ongoing offer |
| New Look | Additional 10% discount on ongoing offer |
| Next | Additional 10% on all sale lines |
| Nine West | Additional 10% discount on ongoing offer |
| Oakley | Additional 20% on selected apparel |
| Oasis | Additional 10% on all sale prices |
| Optx 2020 | Additional 10 % discount on top of the normal sale |
| Pairs | Additional 10% discount on selected items |
| Payless | Additional 10% on the sale percentage |
| Reiss | Additional 10% discount on ongoing offer |
| Rip Curl | Additional 20% on selected apparel |
| River Island | Extra 10 % off on all sale items |
| Skechers | Additional 10% on current offer |
| Solaris | Additional 10 % on all sale items |
| Splash | Additional 10% Off on select items |
| The Walking Company | Additional 10% Off on select items |
| Tommy Bahama | Additional 20% on selected apparel |
| Tommy Hilfiger | Additional 10% off select menswear and shoes |
| TOMS | Additional 10% Off on select items |
| US Polo Assn. | Additional 10% Discount on existing sale prices |
| Victoria's Secret | Extra 10 % off on all sale Bras |
| Vision Express | Additional 10 % on all sale items |
| Wallis | Extra 10 % off on all sale items |
| Yours | Additional 10% discount on ongoing offer |
| Z Generation | Additional 10% discount on ongoing offer |
| UGG | Additional 10% Off on select items |

**- Ends -**

For all press enquiries, information and images, please contact the Dubai Summer Surprises Press Office at House of Comms on:

E: [DTCM@houseofcomms.com](mailto:DTCM@houseofcomms.com)

T: 04 2754900

**Notes to Editors**

Additional factsheets with more detailed information on each event are available from the press office.

**About Dubai Summer Surprises**

Dubai Summer Surprises (DSS), is a citywide summer celebration that showcases the Emirate as a top retail and entertainment destination over the summer months. The six-week festival plays host to an exciting line-up of sales promotions, retail experiences and events, promoting Dubai as a hub of shopping and attractions. Dubai Summer Surprises is organised by Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai’s Department of Tourism and Commerce Marketing (DTCM). In its 20th edition, DSS2017 continues to position Dubai as a global retail capital and tourism destination, giving residents and visitors to the city a flavour of the very best of Dubai’s retail and entertainment scene.

* Facebook: <https://www.facebook.com/DSSsocial>
* Twitter: <https://twitter.com/DSSsocial>
* Instagram: <http://instagram.com/DSSsocial>
* Website: [www.dubaisummersurprises.com](http://www.dubaisummersurprises.com)
* Hashtag**: #MyDSS**