

LISTING

DUBAI SHOPPING FESTIVAL FINAL WEEKEND ROUND-UP: 26/27 JANUARY

Dubai, United Arab Emirates, 25 January 2018: As five glorious weeks of Dubai Shopping Festival (DSF) come to an end on 27 January, Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, and the organisers of DSF, shares the best activities for shoppers to enjoy this final weekend.

Catch a concert

Music-lovers will be in for a treat this final weekend of DSF with two concerts taking place on Friday 26 January. Arabic music legend Magida El Roumi will perform at Dubai Media City Amphitheatre at 8pm, whilst Indian singer AR Rahman will delight crowds at Bollywood Parks Dubai at 9pm.

Seize the final weekend sales

This weekend is the final chance to bag even bigger bargains with retailers across the city giving even further reductions. Over 3,000 brands will be offering hefty discounts so savvy shoppers are urged to hit the malls to grab themselves the ultimate deal.

Enjoy spectacular fireworks

Tourists and residents can catch the DSF fireworks taking place at Al Seef at 8:30pm, La Mer at 9:00pm and The Beach opposite JBR at 9:30pm on Thursday and Friday and at 9pm across all three destinations on Saturday, bringing the curtains down on a memorable 23rd edition of DSF.



Designers Walk (23 – 27 January)

Fashionistas will have a final chance to visit Designers Walk at City Walk 2, a pop-up store showcasing local brands. From abayas, dresses and kaftans to unique jewellery pieces, there will be something suitably stylish for everyone. The pop-up is open from 10am to 12am.



Damas Loves DSF (20-27 January)

Jewellery lovers can head to the DSF exclusive pop-up at City Walk running until the end of DSF on 27 January. The dome-shaped pop-up will feature five main corners; Made in Dubai Corner, Diamond Corner, Engagement Corner, Fashion Corner and Young Designers Corner. Damas Loves DSF is open 10am – 12am this weekend.

New Look x DSF Photo Mosaic (25 – 27 January)

During the final weekend of DSF, shoppers can take part in an exclusive New Look activation at The Dubai Mall, giving them chance to win a whole host of prizes including a brand new New Look wardrobe worth AED 2,000 or smaller gift vouchers to spend in-store. Shoppers simply have to match their Instagram photo with a lucky prize cell to bag a reward.

More chances to win a car and cash

This weekend shoppers still have the chance to win an Infiniti QX60 plus AED 150,000 in cash at the daily Infiniti Mega Raffle. Tickets to enter the raffle draws can be purchased for just AED200 from EPPCO and ENOC petrol stations, Global Village, ZOOM, metro stations across the city and the draw will take place every day this weekend at Global Village. The daily Infiniti Mega Raffle will continue beyond DSF until 3 February, giving shoppers more chances to win a prize of a lifetime.



Be in for a chance to win gold

There will be mega chances to win gold this weekend. On 27 January, shoppers at retail outlets under the Dubai Gold & Jewellery Group will have the opportunity to get their hands on one whole kilo of gold, whilst three winners will win tola bars.

Purchase the DSF pass

Tourists and residents can visit top attractions and eat at the best restaurants across Dubai with up to 65% off with the DSF pass. Starting from AED 399 for a bundle of three offers, multiple pass packages are available to buy, giving total flexibility based on number of offers desired. From riding the slides at Aquaventure Waterpark at Atlantis The Palm to taking a spin at being a pizza-maker at Kidzania, or enjoying the incredible La Perle to dining at the new Sean Connolly at Dubai Opera restaurant, there is so much to choose from. The pass will be valid until 20 February. Those looking to get discounts on a top attractions and restaurants can head to the website to purchase a DSF Pass bundle www.dsfpass.ae



For more information on activities, visit: <https://www.visitdubai.com/en/> and follow @DSFSocial on Facebook, Instagram and Twitter.

- Ends -

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

E: DTCM@houseofcomms.com

T: 04 2754900

Dubai Tourism Media Centre

T: + 971 600 555559

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 Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.