

EXPERIENCE SANTOS DE CARTIER IN A WHOLE NEW LIGHT WITH DUBAI SHOPPING FESTIVAL

Dubai, United Arab Emirates, 13 January 2019: Transporting shoppers back to 1904, iconic luxury jeweller Cartier will participate in this year's Dubai Shopping Festival (DSF) for the first time ever in celebration of the launch of the latest model of the legendary timepiece Santos de Cartier, announced Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism.



Showcasing at The Dubai Mall, Cartier will unveil a monumental popup structure, inspired by the innovative Alberto Santos Dumont airplane, in the brand's first major public event starting 20 to 26 January. Enjoying a week's location by the famed Dubai Fountain, the global exclusive activation will both educate and delight shoppers as it brings to life the historical first wristwatch created by Maison Cartier in 1904.



The statement installation of the Demoiselle airplane will allow visitors to discover the new Cartier Santos collection as well as the world aviation pioneer, Alberto Santos-Dumont who inspired the creation of the original pilot's watch, through a series of experimental and immersive rooms. The showcase will present a multi-sensorial experience and the opportunity to hear the roaring engine of the Santos plane and some background recordings of the early flying coverage whilst encountering the subtle air generated from flying.

For more information, please visit www.mydsf.ae or @DSFSocial and #MyDSF for the latest news, information and events.

DSF is supported by strategic partners which include: Emirates Airlines, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon

Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include VISA, Emirates NBD and Jumbo.

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

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

About Maison Cartier

Founded in 1847 by Louis Francois Cartier, the family-run Cartier firm has expanded to become an international Jewellery house with a reputation second to none. From the very beginning, Cartier has been associated with the magic of fine Jewellery making, high watch making and extravagant luxury items, bringing new horizons to the world of art and Jewellery and distinguishing its clients by the unique designs and the strong signature of all its creations. The art of fine craftsmanship and the search for exquisite materials has set Cartier apart for centuries.

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