

TOP THINGS TO DO DURING DUBAI SHOPPING FESTIVAL'S FINAL WEEKEND

Dubai, United Arab Emirates, 29 January 2019: With only a few days left of the 24th Dubai Shopping Festival, Dubai Festivals and Retail Establishment (DFRE) revealed the top things to do during the last weekend of the city's most celebrated shopping extravaganza. From fireworks shows and art installations, to artisanal markets and last chances to win, there is plenty of fun to have until 2 February.

- **Al Seef Heritage Souq**

Families can make their way to Al Seef by Meraas and explore an exciting waterfront market that aims to educate and entertain visitors about traditional Emirati culture. Al Seef Heritage Souq extends over 1.8 kilometres and combines traditional and contemporary areas, all boasting a picturesque backdrop of the Dubai Creek. A charming shopping, dining and entertainment destination, Al Seef Heritage Souq is rooted in Dubai's culture and treats shoppers, diners and thrill seekers to a series of activities and offers throughout DSF.

- **Reflections of Dubai**

The cutting-edge installation, Reflections of Dubai, continues to captivate crowds at City Walk 2, engaging residents and visitors with its incredible projections. The interactive centerpiece, inspired by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai, is free to visit and a real showstopper for everyone to experience during DSF.

- **Light Art DXB**

Everyone still has a chance to see Light Art DXB; a breath-taking installation combining the elements of movement and light on display until 13 February. Creating a dynamic environment from optimally placed giant mirrors, Light Art DXB bathes Downtown Dubai's Burj Park Plaza in a mesmerising kaleidoscope of light. The display of six dynamic sculptures, created through rotating mirrors and supported by a strategic placement of light, complements the Burj Park Plaza as a reflection base for Burj Khalifa.



- **Market Outside the Box (MOTB)**

Returning for its 6th year, MOTB enjoys prime position on the sprawling lawns of Burj Park in Downtown Dubai and boasts an exciting line up of designers, entertainment and food options. The free-to-enter market, which runs from 4pm to 11pm Sundays to Wednesdays, and 10am to 12am on weekends until 2 February, includes a range of activities for the whole family to participate in such as arts and crafts workshops, cap customisation, jewellery making and shoe art sessions.



- **DSF Fireworks**

Residents and visitors can enjoy the last of the spectacular fireworks displays by Al Zarooni Group taking place on Thursday, Friday and Saturday from 8pm at The Beach, 8:30pm at Al Seef and 9pm at La Mer, where the sky will be a canvas for the mesmerising displays.



- **DSF Final Sale**

Following weeks of incredible sales, promotions and entertainment, the final weekend of the city's favourite shopping festival will begin on 31 January across 3,000 retailers in participating malls and outlets. Shoppers can take advantage of offers up to 90 per cent, giving fashion fans, beauty lovers and homemakers the chance to enjoy the last of the sales until 2 February. DSF's Final Sale is brought to you by VISA and Emirates NBD.

- **Find your escape with Visa this DSF**

Visa, a key sponsor of DSF, continues to reward card holders with offers for the whole family. Thrill seekers can enjoy 15 per cent off Dubai Pass and up to 20 per cent off at attractions at Meraas. In addition, Visa customers can take advantage of rewards at Majid Al Futtaim malls with 25 per cent off across select attractions, as well as 25 per cent off on stays at Jumeirah. Food enthusiasts can feast with a 20 per cent off at Jumeirah and Meraas across their food and beverage outlets, while shoppers can enjoy an additional 15 per cent off at Splash on purchases above AED250.

- **David Yurman High Jewellery Launch**

Starting 2 February, jewellery-lovers will have the chance to purchase an exclusive David Yurman product as part of DSF. Iconic pieces from the brand's three high jewellery collections – 'Stax', 'Petals' and 'Gems' – will be available at Bloomingdale's at The Dubai Mall; giving shoppers access to the one-of-a-kind gems.

- **INFINITI Mega Raffle**

Shoppers can enter the INFINITI Mega Raffle for a chance to win a Qx50 and a life-changing mega prize of AED500,000 in cash. Raffle tickets can be purchased for just AED200 from EPPCO and ENOC petrol stations, Global Village, ZOOM and metro stations across the city.

- **Othello**

Dubai Opera will play host to the critically-acclaimed play, Othello, starting 31 January until 2 February. Reimagined and directed by Richard Twyman, the production marks the first time visitors can see the play at the iconic Downtown Dubai venue.

- **Outdoors at City Centre Mirdif**

Good food calls for good times! **Outdoors** at City Centre Mirdif has transformed into a family-friendly tropical destination for all ages, where shoppers can pass by to enjoy a movie under the stars, grab a bite to eat and take part in the various activities taking place within the area. For the adventurous ones, Magic Planet offers shoppers a variety of games, an outdoor free play track for kids, life size games, a skating rink and so much more.

For a full update on Dubai Shopping Festival activities, please visit www.mydsf.ae or @DSFSocial and #MyDSF.

DSF is supported by strategic partners which include Emirates Airline, 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.

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