

ENJOY DUBAI SHOPPING FESTIVAL WITH CHARLOTTE TILBURY'S PILLOW TALK BEAUTY WONDERLAND POP-UP AT THE DUBAI MALL #PILLOWTALKARABIA

Dubai, United Arab Emirates, 14 January 2019: To celebrate the exclusive retail launch of Charlotte Tilbury's Pillow Talk look which is a World Wide Exclusive only for DSF- including NEW! Cheek to Chic blusher and Luxury Palette, Team Tilbury hosted an exclusive party welcoming beauty lovers to unveil the Pillow Talk Beauty Wonderland outside The Dubai Mall with the mesmerising background of the Burj Khalifa and fountains.

The magical installation, synonymous with the artists' fabulous style, will continue to give make-up fans the chance to try out the latest items in the collection and enjoy the magical fairground games, such as the helter-skelter where spirited shoppers can slide into a pit of pillows. The interactive experience, which features state-of-the-art Pillow Talk Play Pods, will help guests discover the brand's latest beauty products and get tips and tricks from seasoned make-up artists. Available exclusively at The Dubai Mall until 18th January, the Charlotte Tilbury's Pillow Talk pop-up is one feature of the city's 24th Dubai Shopping Festival not to be missed.

For more information and a full update on DSF activities, visit <http://www.mydsf.ae/> or @DSFSocial and #MyDSF.

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 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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