

PRESS RELEASE

EMBRACE THE INAUGURAL DUBAI HOME FESTIVAL WITH A WEEK OF UNMISSABLE EVENTS AND PROMOTIONS

Dubai, United Arab Emirates, 22 April 2019: With the first edition of Dubai Home Festival (DHF), organised by Dubai Festivals and Retail Establishment (DFRE), in full swing, make the most of Dubai's must-have homeware offerings with activities taking place until 1 May, 2019.



This week's activities will give home décor enthusiasts the opportunity to get their hands on an array of exclusive promotions and the chance to attend exciting events across the city:

Mall of the Emirates has challenged Virgin Radio's Kris Fade, Big Rossi and Priti Malik to live in a glass box located at the Galleria area in the mall for five days during Dubai Home Festival. A different home

retailer will decorate the box each day with unique furniture pieces, which will be available for listeners to win via daily on-air competitions. The Kris Fade Show will be broadcasted live from the box every morning and during the Hour of Power session from 6pm to 7pm. Each day, one lucky caller to the show or shopper on the ground at Mall of the Emirates will be given a secret code to have the chance to open the locked glass box. The shopper with the correct code will win a massive AED 50,000 giveaway on Thursday 2 May!



In addition, shoppers can visit the Kursi exhibition from Wednesday 24 April at the Luxury Wing, Level 1 at Mall of the Emirates, hosted in collaboration with **Dubai Institute of Design and Innovation (DIDI)** and international furniture brand, **Vitra**. Kursi has challenged students to explore alternative approaches to chair design, which will be showcased at the exhibition until 1 May, 2019.

The much-loved homeware brand, **IKEA** will host an exclusive sustainability fashion show from 6pm to 8pm on 24 April at Dubai Festival City Mall. The exciting fashion show will see a collection of outfits made using sustainable materials from a number of IKEA products, such as tables and lamp shades, designed by

a series of local artists. The catwalk will be followed by the brand's very own Design Talk, which will discuss IKEA's stance on sustainability in the home.



Visitors to the luxury department store **Robinsons** at Dubai Festival City Mall can get their hands on 25 to 60 per cent off across all home categories and enjoy the opportunity to shop products from local tea brand **Avantcha**, available at Robinsons throughout the Dubai Home Festival.

Throughout Dubai Home Festival, shoppers spending over AED 500 in participating home stores across 150 outlets will enter a draw to win a fully-furnished studio apartment in **Starz by Danube Properties**. Customers who use RAKBANK MasterCard debit and credit cards will double their chances to win. One final prize winner will be announced on 1 May 2019 at 5pm at the Danube Properties Head Office in Al Manara, Dubai.

The much anticipated **DHF Friday Surprise** will take place on 26 April and will give bargain-hunters the chance to bag an incredible offer on an exclusive product range at a specified shopping location, time and

outlet each week. Details of the eagerly-anticipated deals will only be revealed 24 hours beforehand, so shoppers are urged to monitor the website and social channels to make sure they don't miss out.

Showcasing Dubai as the hub of homeware in the Middle East, Dubai Home Festival (DHF), organised by Dubai Festivals and Retail Establishment (DFRE), celebrates the very best of the emirate's homeware offering with more than 40 brands rewarding shoppers with 25 to 75 per cent off all homeware, appliances and home accessories products until Wednesday 1 May 2019.

For full details of Dubai Home Festival in Dubai calendar of promotions and events, please visit www.dubaihomefestival.com.

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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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