

champions of YALLA DSF, presented by club apparel, share their stories

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As part of the 25th edition of the Dubai Shopping Festival (DSF), the Yalla DSF game presented by Club Apparel has crowned winners across the country who successfully completed the challenges, emerged victorious and climbed up the leader board. Amongst winners, fascinating stories have been shared by unwavering individuals about their experience with the interactive game.

Throughout DSF, Dubai residents and visitors were challenged to get their game faces on as they took part in the first ever DSF mobile interactive game and stood a chance to win exclusive and instant prizes that are added to their game wallet worth up to AED 600,000. In collaboration with Apparel Group as the exclusive retail partner, Yalla DSF allows players to step into an exciting, immersive gaming universe which brings the joy of DSF straight to mobile phones.

"I am a big gamer and I really enjoyed the Yalla DSF experience; the game was easy to use plus the value of the vouchers and prizes were very attractive! I won AED1,000 each week plus more vouchers which was amazing. I've already been spending on shoes, clothes and am already half-way through my winnings!" said Uzair, one of the leaders of the championship.

Furthermore, Fahad a 36-year-old software engineer originating from Pakistan said: "Excellent game, amazing application! Whenever I had free time or went shopping with my family I just used to play the game and progressed through the levels. I won coupons and vouchers as well as points which I'm so excited to use!"

The Yalla DSF game runs until Saturday 1 February so Dubai residents and visitors are urged to log on to www.yalladsf.com for one last chance to play and win unbeatable prizes.

For more information, please visit www.mydsf.ae or @DSFSocial, #MyDSF and #DSFturns25 for the latest news, information and events.