

Dubai's glittering Diwali celebrations to light up the city with family fun, shows, retail promotions and more

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Dubai's celebrations for Diwali, the Indian 'Festival of Lights', will spark citywide festivities for residents and visitors of all nationalities to enjoy with spectacular shows, amazing gold and jewellery promotions, diverse retail offers, and much more.

A major highlight on Dubai's annual calendar of events, each Diwali, the city's diverse neighbourhoods, shopping malls and landmarks are illuminated in a wonderful display of colour, lights and revelry. Organised by Dubai Festivals and Retail Establishment (DFRE), this year's Diwali brings together the different communities that call Dubai home and who help make the city such an exciting place to live all year round.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE) said: "Dubai's traditional Diwali celebrations really capture the fun, family focused and cosmopolitan charm of the city. With so many great promotions, activations and shows this year, Diwali is the perfect event to start the festive season and showcase Dubai's well-earned and famous status as the premier family and retail destination for all residents and tourists from all over the world."

EVENTS

Dubai Festival City Mall will host a double bill of spectacular Diwali celebrations with two Bollywood-themed performances by the shopping destination's record-breaking IMAGINE show. Taking place each day starting 6:30pm, the attraction will stage a performance of 'Hathi's Garden', which tells the heartwarming story of a baby elephant, along with a stunning rendition of 'Jai Ho', the pop song featured on the global hit movie 'Slumdog Millionaire'. Festival Bay will burst into life with IMAGINE's iconic water, fire, light and laser show while visitors will also enjoy extra special Diwali greetings projected after every performance. The 'Jai Ho' and 'Hathi's Garden' shows will take place daily from 6 to 21 November.

Celebrate the Festival of Lights at Global Village with the UAE's best representation of Indian traditions, culture and food at the landmark attraction's India Pavilion. Residents and tourists can

shop for unique items and special gifts from more than 240 stalls selling the finest Indian handicrafts and artifacts, while also enjoying spectacular cultural shows at the pavilion's main stage. Families and friends can indulge in delicious Indian flavours at a wide range of restaurants and kiosks as well as vendors selling street food favourites.

The Pointe on the Palm Jumeirah will join in this year's Diwali festivities with an incredible performance by the world's largest dancing fountain, The Palm Fountain, and an amazing fireworks show on 13 November. Starting at 9pm, visitors to the family dining and retail destination will be wowed by fireworks and the newly launched fountain show, which boasts two giant floating platforms covering 14,000 sq ft, water jets that shoot 105 metres into the air and 3,000 magical LED lights that all combine to create a choreographed dance to classic and contemporary Bollywood tunes and Hindi pop songs. A selection of restaurants at **The Pointe** will also offer 25 per cent off special Diwali menus on the night.

This year, Diwali coincides with **Dubai Design Week**, offering those celebrating the festival as well as residents and tourists the chance to explore some of the best contemporary designs and interior furnishings available anywhere in the region. Held at Dubai Design District (d3) from 9 until 14 November, Dubai Design Week turns the spotlight on the region's design scene under the theme of redefining and reimagining the way we will live in the near and distant future, all taking place within a safe open air setting. Highlights of this year's event include a world-first exhibition of the best social impact innovation projects from the inaugural MENA Graduates Show, the UAE Designer Exhibition that highlights the work of 20 local and UAE-based creatives and Downtown Design's exhibition 'The Shape of things to come' which will present interior design and architecture concepts of the future, plus many more not to be missed events, promotions and activations.

Shoppers looking for unique household items, clothes, cosmetics and jewellery this Diwali will find all these things and much more at the **Ripe Market** at Academy Park. Home to a superb collection of artisans, creators and entrepreneurs, the market is the best place to discover one-of-a-kind gifts and extra special pieces that can't be found in the malls. The weekly event coincides with this year's Diwali celebrations, with a market taking place from 10am to 7pm on 14 November.

Visitors to the Bloomingdale's store in The Dubai Mall can grace the front page of their own edition of Filmfare, one of Bollywood's most prestigious film publications, from 1 to 14 November with a great in-store activation. Simply jump into the giant magazine front cover, take a photo and upload it to social media using the hashtags @bloomingdalesme #bloomingdalesme @FilmfareME #FilmfareMiddleEast to win a year's subscription to the famous Indian movie magazine. Two lucky movie buffs will win a subscription each and stay in the know about the latest and greatest films coming out of India over the next 12 months.

Dubai's resident theatrical and acrobatic stage show, **La Perle** is a great choice for residents and visitors looking to celebrate Diwali in spectacular fashion. With twice daily shows, at 6.30pm and again at 9.30pm, this amazing Las Vegas-style performance is the perfect Diwali family experience thanks to its combination of music, dance, lights and plenty of thrills. Treat the family with one of the great range of Combo Packages available, ranging from AED119 for two regular seats rising to AED499 for two VIP seats, all inclusive of complimentary popcorn snacks. Guests can also book a special Staycation deal at the V Hotel Dubai, Curio Collection by Hilton that includes two show tickets, popcorn or nachos and soda plus a complimentary room, as well as 25 per cent off at any restaurant at the hotel. Prices start at AED583 for the Bronze package, rising to AED943 for the VIP which comes with an upgrade to a hotel suite.

Al Seef, the creekside retail and leisure destination, will welcome residents and visitors to its very own 'Festival of Lights' from 12 to 21 November. Families can enjoy a range of exclusive offers on dining, hotels stay, entertainment and shopping in the Al Seef souq throughout Diwali as well as a series of special Bollywood-themed live shows at the venue's open air stage area. During the celebrations, shoppers can also win one of the 20 family staycations when they spend AED200 at Al Seef.

FOOD

It's impossible to celebrate the annual 'Festival of Lights' without indulging in Indian sweet treats and classic home-style dishes. This Diwali, online food app zomato is launching the **Brighten your Festival of Lights** promotion to offer great savings at more than 200 of Dubai's best Indian and South Asian restaurants, including local street food eateries and traditional family favourites. From 6 to 21 November, foodies can enjoy savings of 15 to 40 per cent off in-dining experiences and up to 50 per

cent off online orders, with a minimum order of AED20, as part of the **Brighten your Festival of Lights** promotion. For more information, visit www.zomato.com/dubai.

SPORTS

The **Indian Premier League** is in town, with Dubai, Abu Dhabi and Sharjah playing host to some of the world's best cricketers for the 2020 edition of the sporting spectacle. While COVID19 restrictions mean fans are unable to watch the stars play in person at the Dubai International Cricket Stadium, the city's cafes, lounges and restaurants are the ideal places to relax and watch the action unfold on the big screens. This year's league is shaping up to be one of the most exciting ever, with Mumbai Indians, Delhi Capitals, Royal Challengers Bangalore and Kolkata Knight Riders set to make the playoffs. The cricket action will be played until 10 November, meaning there's plenty of opportunity to watch a match before the Diwali party gets into full swing.

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RAFFLES

A super selection of great retail offers are available across Dubai this Diwali. Dubai Gold and Jewellery Group (DGJG) will offer a huge range of special promotions at participating gold stores between 1 and 21 November. Deals include special offers on diamonds, gold and a raffle draw for 10 winners to win vouchers worth AED10,000 each when spending AED500 or more.

DGJG's City of Gold promotion includes the Twin Deal with buy one, get one free offers on selected diamond and pearl jewellery collections.

The Gold for Gold deal means shoppers don't pay any making charges on 18, 21 and 22 karat gold jewellery at select DGJG outlets. Finally, DGJG's Golden Goodies offer will see shoppers receive a free jewellery gift on purchase of diamond and precious jewellery. All three promotions are sure to add sparkle to Dhanteras and Diwali shopping.

Shoppers at participating **Dubai Shopping Mall Group** malls across the city will enter into a raffle to win gold prizes worth a total of AED100,000 when they spend AED200. Twenty lucky winners will receive 20 grams of gold each. Malls taking part in the promotion include the Al Khail Gate Community Centre, Arabian Centre, Bay Avenue, BurJuman, Dubai Outlet Mall, Oasis Mall and Reef Mall.

Dubai Festival Plaza Mall will give away cash prizes to lucky residents and visitors shopping at the mall and taking advantage of the great Diwali sales and deals during the 'Festival of Light' celebrations. The prizes can be redeemed via the Festival Rewards smartphone app for use at selected stores from 1 to 30 November.

City Centre Deira and **City Centre Shindagha** malls are giving shoppers the chance to win **half a kilogram of gold** this Diwali. The super Shop & Win promotion is open to customers who spend AED200 in either of the malls up until 14 November. Both malls will also host a great Spin & Win Batak game for shoppers who spend AED200 and receive an e-token from customer service. Simply spin the wheel to win guaranteed prizes.

The City Centre Shindagha mall will also host a special Diwali Market, in partnership with Carrefour, with exclusive promotions available on a wide range of Diwali products and gifts. Each Majid Al Futtaim mall will also host an interactive and family-friendly rangoli activation with customers, and Share members who spend in the malls are invited to play a range of games to win prizes including laptops, TVs, mobile phones, VOX cinema tickets, and up to 1,000 Share points.

RETAIL

Al Futtaim Watches and Jewellery has reduced the price of jewellery from 25 to 70 per cent from 6 to 21 November for Diwali while **Damas** is offering a 22 karat gold coin with every purchase of diamond jewellery valued at AED2,500 until 15 November. **Joy Alukkas** will give customers a free 1 gram gold coin with every diamond, polki and pearl jewellery purchase worth AED3,000 until 6 November and **Koraba Jewellery** will give shoppers a voucher worth AED500 when they spend AED1,000 in-store from 6 to 21 November. **Pandora** is offering a special Diwali family gift set for AED645 instead of AED910, Pandora O necklace pendant for AED495 instead of AED665 and the Love gift set for AED645 instead of AED910 until 28 November.

Crystal Gallery, **Dubai Garden Centre** and clothing store **Hollister** are each hosting part sales of 25 to 75 per cent from 6 to 21 November while **Prime Optics** is offering savings of between 30 to 60 per cent off its range of frames and sunglasses and **Sunglasses Hut** will give shoppers a AED100, AED200

or AED300 gift card when they spend AED700, AED850 or AED1,000 respectively from 12 to 16 November.

Women's fashion favourites **Karen Millen** and **La Senza** plus home furnishing store **INDIGO Living** are also tempting Diwali shoppers with a part sale of 25 to 75 per cent from 6 to 21 November.

Home Box stores in Oasis Mall, Ibn Battuta Mall and Centrepoint Bur Dubai will offer a great Diwali collection with prices reduced by 25 per cent across a wide range of special items including Diwali lights, traditional gifts and more. The promotion runs from 1 to 25 November.

Full further details of Diwali events across Dubai, visit <https://www.visitdubai.com/en/>.