

Traditional Emirati wedding shows are visitor favourite at Al Seef Market this DSF

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The past truly meets the present at Al Seef Market, the souk-inspired hub of the 25th edition of Dubai Shopping Festival (DSF) which has been attracting thousands of visitors soaking up cultural treats and world-class entertainment along the Dubai Creek waterfront.

One of the biggest highlights has been the traditional Emirati wedding activity, which provides a unique insight into the customs, splendour and values of couples forming a life-long union.

Taking place for on Thursdays and Fridays throughout DSF, the wedding show delights DSF visitors young and old who love to learn more about the traditions which hark back hundreds of years. Bringing together the old and the new, Al Seef Market takes guests on a 1.8km journey along the Creek with 10 interactive, entertainment stops featuring performances and theatrical plays, art installations and instagrammable pop-ups.

For more information, please visit www.mydsf.ae or [@DSFSocial](https://twitter.com/DSFSocial) and [#MyDSF](https://twitter.com/MyDSF) for the latest news, information and events.

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.

