

Mercato celebrates 25th edition of DSF with Italian themed Carnival and shopping promotion

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With the 25th edition of Dubai Shopping Festival (DSF) in full swing, Mercato has set the scene for a spectacular Italian-themed carnival, along with unbeatable shopping deals and a retail promotion offering daily cash prizes.

Visit Mercato to shop, toss and win! Spend AED 200 in any shop or outlet at Mercato or Town Centre Jumeirah until 1st February, and then toss a coin into a special fountain for a chance to win 25,000 dirhams and many more daily prizes!

Mercato will come alive with Italian themed entertainment and stage shows to keep everyone amazed. One of the most spectacular shows at Mercato is the Masquerade Ballet, a show like no other as it unveils the original Venetian masque from an Italian carnival.

The festivities will continue with an Italian touch; an Italian comedic opera that is sure to make people laugh; the fabulous Italian Carnival with a unique Italian style and theme, travelling through the mall ways of Mercato with Venetian masque dancers, live bands and musicians.

What's more, the exciting roaming comedy featuring paparazzi and street acts around the mall will keep people entertained and surprised while a fun-filled Venetian creative workshop for children of all ages will keep them engaged in assembling Italian-style masquerades.