

More than 20,000 throng Burj Park for Launch of Dubai Shopping Festival

27 Dec 2019, Dubai, UAE



The 25th edition of Dubai Shopping Festival (DSF) kicked off yesterday, Thursday 26 December with an incredible Grand Opening event at Burj Park, Downtown Dubai that attracted over 20,000 people from different nationalities, both residents and tourists, in celebration of this momentous milestone.

The free-to-attend event was graced by His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, President of the UAE National Olympic Committee and Chairman of Mohammed bin Rashid Al Maktoum Creative Sports Award.

From 3pm onwards, visitors to Burj Park, Downtown Dubai enjoyed a vast variety of events including a dedicated kids' craft station, a kid-friendly ball pit, a DSF jigsaw game, and a 'Golden Ticket Booth', a glitter booth and much more. Just after 8pm, HH Sheikh Ahmed bin Mohammed set off the celebrations with the click of a button which signalled the start of a spectacular laser and light show, a DSF projection on Burj Khalifa, a fireworks display and a dedicated song for DSF by Rashed Al Majed, a modification of his signature song 'Dubai Danat Al Donia'. This was followed by the performance of three renowned artists; Cheb Khaled, Sherine Abdel Wahab and Hussain Al Jassmi. Visitors to Dubai Mall were also able to enjoy the celebrations through the big screens placed around the promenade.

As well as the event in Burj Park, Downtown Dubai, fans of late Egyptian artist Umm Kulthum enjoyed a hologram concert, accompanied by a live orchestra of 20 musicians at Dubai Opera. Across the city, a series of pop-up markets also kicked off packed full of shopping, dining, art and cultural entertainment from around the world. These markets include; Al Seef, Last Exit Al Khawaneiji, Hatta, and Al Rigga. At 9pm, a series of spectacular fireworks displays took over Dubai's sky with shows at The Beach, La Mer, Al Seef, Dubai Festival City Mall and Dubai Creek.

Visitors to malls in Dubai enjoyed up to 75 per cent off from more than 1,000 brands across 4000 stores as well as Majid Al Futtaim's exclusive 12-hour mega sale to mark the special occasion, offering shoppers up to 90 per cent reductions across participating stores.

Burj Park, Downtown Dubai will be expecting thousands of people today as well to be part of the second day of the Grand Opening and watch the performance of One Direction member Liam Payne, and singer songwriter Jorja Smith.

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.

