

Second day of DSF Grand Opening attracts more than 25,000 visitors

28 Dec 2019, Dubai, UAE



The 25th edition of the Dubai Shopping Festival (DSF), which was launched on 26 December, continued to be a huge success on the second day of its Grand Opening yesterday with more than 25,000 visitors enjoying the spectacular line-up of concerts held in celebration of the 38-day festival.

Former One Direction superstar Liam Payne and singer songwriter Jorja Smith wowed the crowds at free-to-attend concerts, taking to the stage after the sun went down on an afternoon of family activities at Burj Park, Downtown Dubai, in the shadow of the Burj Khalifa.

Music aficionados also attended the first of its kind hologram concert for the late Egyptian singer Umm Kulthum at Dubai Opera while fans of Pakistani singer Rahat Ali Khan enjoyed his smash-hit performance at Coca-Cola Arena in City Walk.

DSF visitors were also able to enjoy a number of other events and attractions including the much loved fireworks which sparkled across the city at The Dubai Frame followed by fireworks shows at The Beach, La Mer and at Al Seef.

The shopping festival runs until 1 February 2020 bringing the city together for a non-stop calendar of thrilling entertainment, promotions and chances to win big. For more information on all the outdoor markets this DSF, please visit www.mydsf.ae or [@DSFSocial](https://www.instagram.com/DSFSocial), [#MyDSF](https://www.facebook.com/MyDSF) and [#DSFturns25](https://www.facebook.com/DSFturns25) for the latest news and events.