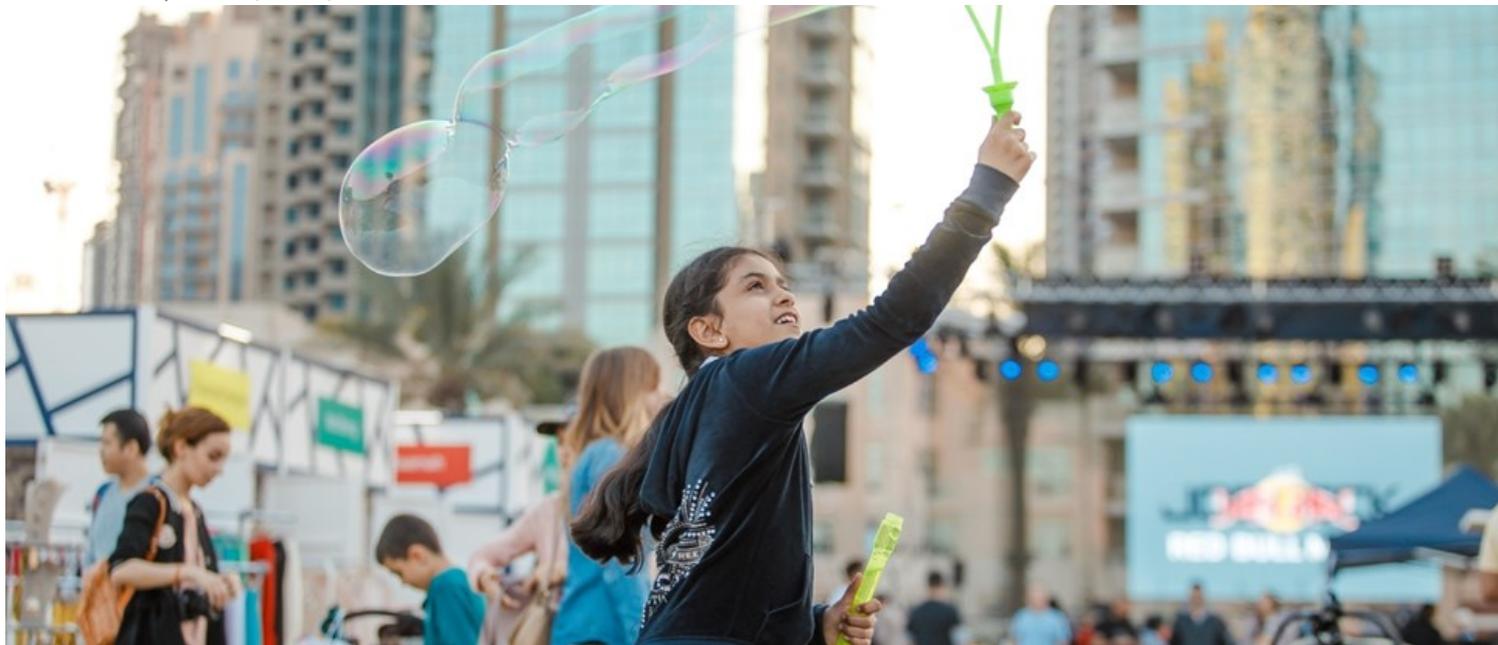


# Swyp Market Outside the Box is the place to be this DSF

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Swyp Market Outside the Box is the place to be this DSF for a cultural, Alfresco vibe unlike any other. Bespoke buys, avant-garde fashion, on-trend food trucks and handcrafted jewellery in an alfresco festival setting with the backdrop of the Burj Khalifa;

Swyp Market Outside The Box (MOTB) is back and is taking interactive innovation to a whole new level.

Running from 16 January to 1 February in Burj Park, Downtown Dubai, as part of the milestone 25th edition of Dubai Shopping Festival (DSF), Swyp MOTB offers a truly unique retail experience with immersive entertainment and world-class bespoke activations which with an extra week added to the dates, will be open to the public for 17 days, for the first time ever. The market is sponsored by Swyp, Liv. Digital Bank, UAE's fastest growing bank, National Foods Product Company Oasis and Lacnor, SanDisk and Emaar.

Reflecting the cultural and creative aspirations of the UAE's ever-expanding Generation Z, the seventh edition of Swyp MOTB will provide emerging and unique designers with a platform unlike any other in the region to showcase and sell products to a huge customer base. The festival main stage offers full daily programming packed with incredible concerts and entertainment shows offering everything from locally based musicians such as Jamie Wrecks, Ollie Chapman, Ibbly Vk, and Adam Baluch, to world-class dance acts ensuring the vibe at Swyp MOTB is truly something special. On 16 January, Shamma Hamdan, the first Emirati woman to make it to the finals of the hit reality show Arabs Got Talent, will also take to the stage for a free concert for Emirati music lovers to enjoy.

New highlights for this year include: Nike customization zone will offer customers the opportunity to personalise their Nike T-shirts, jerseys and shoes bought at Swyp MOTB in a seriously cool scaffolded LED lit space where Nike's resident artists will be on hand to help create bespoke creations for shoppers' kicks. The Gaming Zone offers gamers the chance to play and compete in an open-air neon lit space with all the latest Games across PS4 and Nintendo Switch to include Fortnite, Gran Turismo, Call of Duty, FIFA 2020 and Pokemon Go. The kids zone (back by popular demand), hosted by Splash and Party under the Saddle Shade will include inflatables, a zipline, craft workshops and new Swing Carousel ride to keep little ones entertained for hours.

One of the retail highlights this year is African Avenue, a double decker concept store featuring a collaboration of emerging and established African designers, which will also be complemented by an African Themed Night for one night only, where performances and entertainment will celebrate the continent – visitors can expect drums, colour and a lot of energy!

More than 30 new retail vendors have been carefully selected to ensure a truly curated shopping experience for those who have come to know they can find real treasures at the outdoor bazaar. Urban streetwear brands AngelSyrup, Sprayground and KA1 Clothing will feature this year, as well as jewellery brands All That Dori and Caroline Svedbom, and fashion and accessories from Janna Charskaya, Zalxndra, Nesli&han and The 5154, among others. In addition, there will be exclusive fashion shows from designers displaying new lines as well as exclusive items launched. Bring the perfect Instagram moments to life, the food trucks will not disappoint – the Pink Burger, a vegan quinoa dish, is sure to get lips licking and the likes ticking in from fans, and what better way to finish a meal than with a stuffed churro from Loopitas. More than 20 F&B vendors will be on site for the 17-day long market to keep every palate and taste happy.

Nine Dubai schools are taking part in the MOTB School Programming initiative, underpinning the importance of community outreach to the event. Showcasing young and emerging talent from local schools, a series of performances and acts will take place on the main stage, including Dubai English Speaking College's live re-enactment of the classic musical and movie West Side Story. Other schools and academies participating are Dubai British School, Springs; Dubai British School, Jumeirah Park; Ensemble and the Canadian University of Dubai; Greenfield International School; Raffles International School; the Centre for Musical Arts; Popular Music; and Sing & Swing.

Watch out for opening day celebration offers to include free activities for kids for this day only as well as special prizes and competitions. The final weekend of Swyp MOTB, 31 January to 1 February, will see a series of flash sales take place as well as the start of the Chinese New Year celebrations where a range of entertainment will get crowds in a festive mood as they welcome in the Year of the Rat!

Swyp MOTB is the flagship festival market activation of DSF and this year, to mark the celebrations for the 25th edition of the shopping festival, seven more markets have been added to the calendar of events: Last Exit Al Khawaneej Market is a winter wonderland; Al Rigga Market brings the best of nostalgia to visitors; Al Seef Market will elevate your Instagram game; City Walk Market will see the future realised; while Al Shindagha Days will relive culture; Dubai Festival City Mall will keep the whole family entertained; and Hatta Market will see visitors get active in the mountains.

Swyp MOTB runs from 16 January to 1 February at Burj Park, Downtown Dubai, from 4pm to 10pm on weekdays, 4pm to 11:30pm on Thursdays and 11am to 11:30pm on weekends.

For more information, please visit [www.mydsf.ae](http://www.mydsf.ae) or [@DSFSocial](https://www.instagram.com/DSFSocial) and [#MyDSF](https://www.instagram.com/MyDSF) [#DSFTurns 25](https://www.instagram.com/DSFTurns25) for the latest news, information and events.