

The 25th Dubai Shopping Festival's opening weekend

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The 25th edition of Dubai Shopping Festival (DSF), will launch with two-day Grand Opening event at Burj Park, Downtown Dubai on 26 and 27 December 2019.

The 25th edition of Dubai Shopping Festival (DSF), the longest running shopping festival of its kind, will launch with an all-encompassing two-day Grand Opening event at Burj Park, Downtown Dubai on 26 and 27 December 2019.

Dubai Shopping Festival will commence with a 12 Hour Sale; which offers 25 to 90 per cent off at six of Majid Al Futtaim's (MAF) malls on Thursday 26 December, starting 12:00pm until midnight. In addition, mall-goers spending over AED 300 at any of the participating stores will be eligible to become one of the 25 winners of MAF gift cards worth AED 10,000. Participating outlets include Mall of the Emirates, City Centre Mirdif, City Centre Deira, City Centre Me'aisem, My City Centre Al Barsha and City Centre Al Shindagha.

Stay tuned for a world-class fireworks display, brought to you by DSF and Al Zarooni Group, that will take to the skies specifically for the opening celebrations on 26 December at 9:00pm at The Beach, La Mer, Al Seef, Dubai Festival City Mall and Dubai Creek. And that's not all - the fireworks displays will continue at specific locations across Dubai throughout the festival in true DSF fashion.

Cheb Khaled, Sherine Abdel Wahab and Emirati singing sensation Hussain Al Jassmi will perform on DSF launch day at Burj Park, Downtown Dubai on Thursday 26 December, while British pop star and former One Direction member Liam Payne, and singer-songwriter Jorja Smith will wow audiences on Friday 27 December. Admission to the event is completely free, and fans need to register on [DubaiCalendar.com](#), [Platinumlist.net](#) or via the Dubai Calendar app, which is available on iOS and Android, to book their spots. Entrance is on a first come first served basis. Ticket holders will receive a QR code by email which will be scanned upon arrival and exchanged for a wristband. The Grand Opening of the greatest edition of DSF is sponsored by SanDisk, PepsiCo, Emaar, Lacnor and Oasis.

[Dubai Shopping Festival \(DSF\) Opening Day 1](#)

[Dubai Shopping Festival \(DSF\) Opening Day 2](#)

Music fans who miss out on the DSF Grand Opening concerts can also enjoy performances by other global superstars from around the world during the 38-day long festival. Fans of late Egyptian singer Umm Kulthum can head to Dubai Opera to see her in a hologram concert, accompanied by a live orchestra of 20 musicians on stage and a performance by Sana'a Nabil, the granddaughter of Umm Kulthum. The concert will take place on 26 and 27 December, with tickets starting from AED 195 which can be purchased via www.dubaiopera.com. The Coca-Cola Arena in City Walk will also host the Pakistani sensation Rahat Ali Khan on 27 December, with tickets starting from AED 125 and available for purchase on www.dubaicalendar.com.

A series of pop-up markets will appear across the city for the opening weekend, combining the heritage of Dubai with innovative retail experiences and entertainment for all. Al Seef Market will be launching on 26 December from 3pm to midnight, packed full of shopping, dining, art and cultural entertainment from around the world, as well as the chance to enter the draw to win one of 25 AED 1,000 Meraas gift cards on spends of AED 100 which will be announced daily at the main raffle stage. Last Exit Al Khawaneeki Market will officially open on 26 December at 6pm until midnight, where visitors will be able to enjoy a plethora of attractions including a custom ice rink, a snowman building zone and a dedicated snow fight pit. The market will also host a live calligraphy artist for the first 10 days of the event, so shoppers can see the art come to life. Al Rigga Market is kicking off on 26 December from 4pm to 10pm, which will be transformed to the original DSF Market 25 years ago; bringing everyone in Dubai a touch of nostalgia. From African dancing, flash mobs and talent contests, there will be something for everyone to enjoy. Finally, the Hatta Market located in the heart of Hatta will officially open on 26 December starting 4:00pm, offering guests a traditional outdoor souk experience with cultural games and experiences. There will also be an outdoor cinema showcasing classic blockbusters for the whole family to enjoy.

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.