

Dubai Home Festival and Dubai Design District put homegrown and international home interior brands in the spotlight

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Dubai Home Festival (DHF) will showcase the interior design talents, boutique firms and home and outdoor specialists that have helped to put the city on the world's creative, homeware and retail map.

Based at Dubai Design District (d3), renowned global, regional and local brands are pushing the boundaries of what indoor and outdoor spaces can offer. The stylish and innovative landmark district will inspire people to see creativity from a new perspective by giving them the opportunity to rethink the regular and change their home perspective.

During DHF, which runs until 30 September, luxury and boutique homeware and furniture retailers located at d3 will offer shoppers from 25 to 40 per cent on selected items. Plus, shoppers who spend AED2,000 or more will get the chance to win a d3 gift voucher worth AED25,000. This can be redeemed at any of the participating d3 homeware stores or showrooms.

As the city's buzzing creative hub, d3 will welcome residents and visitors in search of something different, special and one-of-a-kind to help revamp their home or garden and inspire their next big makeover project.

The d3 stores taking part in DHF include **Sensi**, which caters to the creative home design needs of discerning individuals, innovative homeware brand **Silsal**, upholstery specialists **Living Divani** and interior design firm **Nakkash**. Visitors can also explore German lighting company **Occhio**, carpet makers **Hands**, European furniture outlet **Be4 Design** and leading ceramic tile company **Marazzi**, among others.

Commenting on Dubai Design District's (d3) participation in the festival, **Khadija Al Bastaki**, **Executive Director of d3**, said: "We are delighted to be part of this initiative and showcase the brilliant local and international home interior brands and retailers in our thriving community. It's also an excellent opportunity for interior design enthusiasts to explore some of the world's best products. Through 'd3 Rethink Interiors', we aim to inspire people to rethink the regular and look at interior design from a new perspective. We look forward to welcoming people to our community."

On 29 September, d3 will host the 'How to bring Luxury, Design and Style to your home?' panel discussion. Held from 7pm to 8pm at Colab, building 1B, the event will be moderated by Marina Mrdjen, founder and strategic director at Intelier and former editor of Commercial Interior Design magazine, and will provide expert tips for designing a unique, durable, and functional home. Panelists will include Omar Nakkash, Design Director at NAKKASH Design Studio, Mona Zaiter, Business Director for Chirstopher Guy Middle East, and Salim Khoury, Regional Business Manager Middle East, at Vitra. Anyone interested should register to book a spot, as seats are limited.

Organised by Dubai Festivals and Retail Establishment (DFRE), all of the stores and malls participating in DHF follow all of the important health and safety measures, including social distancing and the wearing of masks at all times.

Dubai Home Festival is sponsored by RAKBANK Mastercard. For full details of Dubai Home Festival in Dubai's calendar of promotions and events, please visit dubaihomefestival.ae