

More than 20,000 people celebrated the finale of Dubai shopping festival's 25th edition

2 Feb 2020, Dubai, UAE



The 25th edition of Dubai Shopping Festival (DSF) has concluded with a blockbuster weekend of international concerts, thrilling events, world-class entertainment and interactive activations, as well as a spectacular fireworks display; a fitting end to the biggest and most rewarding event of its kind.

On Thursday 30 January, Rashed Al Majid and Majid Al Mohandis wowed audiences at the Coca-Cola Arena, receiving rave reviews from their fans. Musical sensation Rashed Al Majid is one of the most famous singers in the Middle East and concertgoers at the gig loved when he performed his new song *Dubai Kawkab Aakhar*, which he created especially in celebration of DSF's 25th edition. On the same night, Majid Al Mohandis, the much-loved Iraqi singer and composer, had fans in rapture with his talent, grace and style. Earning titles including the *Engineer of the Arabic Song* and the *Voice of a Diamond*, the concert was full of memorable moments.

International superstar John Legend performed for his adoring fans on Friday, 31 January. The *All of You* and *Ordinary People* hitmaker delivered all his classics at the Coca-Cola Arena to celebrate the end of DSF. The venue came alight with his soulful performance, which provided a legendary close to a legendary DSF. Young Syrian singer Faia also performed on the same night, displaying her natural talent and incredible voice.

Arabic music lovers at the other end of town caught a live performance by popular Saudi singer Ayed Yousef at Global Village on Friday 31 January at the main stage. The concert was included in the entry ticket for Global Village and featured the singer's well-known use of multiple instruments, sounds, genres and styles.

Those who were looking for a seriously fun time were at the Fortnite event at Swyp Market Outside The Box (MOTB) where a Fortnite takeover connected gaming audiences together, allowing them to participate in highly disruptive experiences including Battle Pass challenges. The event featured stage appearances from regional and international influencers such as global gaming sensation Faze Adapt at Burj Park, and Downtown Dubai came alive with games, dance challenges performances and a pinata.

Art lovers watched Liz Pichon's brilliant illustrations come to life on stage during a production of Tom Gates at The Theatre in Mall of the Emirates. Packed with catchy tunes and hilarious performances, this show put a smile on everyone's faces.

On 31 January and 1 February, hundreds of women roared into Dubai in a huge relay, which has been touring around the world for the last year. The Women Riders World Relay (WRWR) cruised into the city in their only Middle Eastern stop of a jam-packed itinerary, and toured through popular DSF locations including Hatta Wadi Hub, City Walk, Last Exit and Al Seef, with their tour ending at Burj Park, Downtown Dubai just in time for the DSF closing celebrations.

The skies of Dubai lit with the most spectacular fireworks display across various destinations including; The Pointe, La Mer, Al Seef, The Beach and Dubai Frame as well as a special projection on Burj Khalifa with the special DSF song 'Dubai Kawkab Akhar'. Shopaholics made the best of the DSF Final Sale and the final Mega Prize Draw at Al Seef took place where lucky winner Rannie De Desus from Philippines went home with AED 1 million.

The DSF closing celebrations offered something for everyone to enjoy.

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.