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**A world party at Global Village kicks off DSF 2016 celebrations**

Dubai Shopping Festival kicked off its 21st edition with a weekend of fantastic celebrations at the DSF Global Village World Party that offered visitors the opportunity to enjoy exciting events and world class shopping in Dubai’s leading family entertainment destination.

The highlight of the opening weekend on 1 and 2 January was a ‘live’ bespoke painting, celebrating DSF’s all-embracing slogan of *‘One World. One Family. One Festival.’*. This unique activation brought visitors from around the world together as they added their own personal style to the painting and encouraged creativity amongst each other.

The ***‘One World. One Family. One Festival.’*** live painting saw specially created canvases with the DSF 2016 logo being painted by the guests of Global Village. Using vibrant colours, visitors took turns creating a uniquely coloured DSF logo and adding their own personal style, as part of the festival’s celebratory atmosphere. Adding to the excitement was a spectacular display of fireworks.

Visitors were also able to enjoy the ‘Parade of the World’ at Global Village, as well as getting a chance to see fantastic cultures from all around the world come out and celebrate the opening weekend of the 21st edition of the longest running festival of its kind in the world. Cultural dancers, musicians, street entertainers and marching bands from across the globe came out to enjoy themselves and elevate the happy atmosphere generated by the DSF celebrations.

Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), and the organisers of DSF - worked closely with Global Village to ensure that the opening weekend of the Dubai Shopping Festival was a huge success.

The first day of DSF also saw the commencement of the DSF Mega Raffle season with the first draws of the Infiniti Mega Raffle and Nissan Grand Raffle taking place at Global Village. The daily mega raffle draws will be taking place every day at Global Village, offering life-changing prize. DSF runs until 1 February under the tagline “Unwrap The Exceptional”.

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