**Issued by the Media Centre of Dubai Festivals and Retail Establishment**

**31 December 2015**

**Dubai offers an exceptional start to 2016**

**with 21st edition of Dubai Shopping Festival**

All roads will lead to Dubai today (Friday, 1 January) as the 21st edition of the Dubai Shopping Festival gives an exceptional start to the new year, offering residents and visitors from around the world to enjoy a multitude of unique experiences in a city that will be at its brilliant best over the next 32 days.

With its all-embracing slogan “One World. One Family. One Festival”, bringing together people from different nationalities in a reflection of the cosmopolitan character of Dubai, visitors to DSF 2016 have the opportunity to derive exceptional experiences from a mix of over 150 unique events and activities built around the tagline ‘Unwrap The Exceptional” and that can be enjoyed in every nook and corner of the city of celebrations.

The world’s most rewarding festival will elevate the festival’s three main pillars of Shopping, Winnings and Entertainment through a range of themed events, celebrity appearances, world-class entertainment activities for the whole family and numerous promotions and life-changing raffles offering millions of dirhams worth of prizes.

**Unwrapping The Exceptional during DSF 2016**

**DSF OPENING WEEKEND**

**DSF Global Village World Party**

* 1. **January , Global Village**

A party like no other to celebrate the DSF Opening Weekend at Global Village under the theme **“Shop the World at Global Village this DSF”**. A series of activities will take place during the two days (1st & 2nd Jan) that collectively will showcase the concept of the DSF Global Village World Party, including non-stop entertainment throughout pavilions and main stage over the course of two days and bespoke main stage shows. Global Village will also have roaming entertainment as well as a live painting of ‘DSF Big Picture’ which will be a representation of DSF’s universal theme, ***‘One World. One Family. One Festival.’*** A spectacular fireworks show on 1 January will launch the series of fireworks displays at Global Village during DSF**.** Global Village will also be holding a social media competition to allow five families the chance to win luxury rides to GV during DSF. Guests can also kick-off the DSF Mega Raffle season to add to the winning element to the world party.

**12-Hour Exclusive New Year Shopping**

**1 - 2January**

A special promotion running on New Year’s Day at Majid Al Futtaim Malls across Dubai to ring in the New Year and Dubai Shopping Festival. This exclusive New Year shopping experience will include a special sale from 12pm – 12am offering hefty discounts at retail outlets within Mall of the Emirates, City Centre Mirdif, City Centre Deira, City Centre Me‘aisem. Shoppers can also expect DSF exclusive rewards, promotions and offers for 12 hours, while F&B outlets will offer their own rewards and offers. Shoppers will be encouraged to shop and enter a lucky draw to win an amazing prize worth AED50,000 that will allow the winner to go on a shopping spree at Majid Al Futtaim Malls during DSF. With every AED200 a customer spends they will be entitled to one raffle coupon which they can enter into the draw. The raffle draw will take place at 12 am at City Centre Mirdif on 2nd January.

**RETAIL-THEMED ACTIVATIONS**

**Beauty Theme: 1 – 7 January**

Dubai Shopping Festival 2016 kicks off with the Beauty Theme dedicated to the beauty segment of Dubai’s retail sector.

**Beauty District**

**2- 8 January, The Fashion Catwalk, The Dubai Mall**

Dubai Shopping Festival 2016 kicks off with the Beauty Theme dedicated to the beauty segment of Dubai’s retail sector.

The main event under the Beauty Theme is Beauty District, a purpose designed location that will satisfy all the shopaholics visiting Dubai. Retailers will be doing their own activations during the week in keeping with the beauty theme, with launches of products and lots of tutorials on how to get the most out of your makeup. This themed period will also feature the region’s top beauty influencers. Shoppers in the Beauty District will be able to enjoy lots of goodies and workshops on makeup and beauty tips. Beautycon Takes Dubai is the main attraction at the Beauty District with the region’s top beauty influencers such as Hrush Achemyan, Maya Ahmed, Sondos Al Qattan, Teala Dunn and Zukreat - adding to the shopping experience with lots of activations. Of course, shoppers can also find great in-store activations across the city as stores showcase their wide range of beauty products.

**Gold and Jewellery Theme: 8 -14 January**

The focus on Gold and Jewellery during Dubai Shopping Festival will see celebrity Meet—and-Greet opportunities and the launch of exclusive fine jewellery collections by renowned brands. The tremendous interest created by the Gold and Jewellery Theme will add to the excitement of the mega gold promotion of the Dubai Gold and Jewellery Group, offering 100 lucky shoppers the chance to win fabulous gold prizes during the 32 days of DSF.

**Apparel & Fashion Theme: 15 – 25 January**

**Fashion Central**

**15 – 17 January, Mall of the Emirates**

Fashion Central’ has been created as part of the festival’s Apparel & Fashion Theme and will be introducing *‘New to Dubai’* fashion brands and collections. More fashion events and in-store activations will also take place to add to the shopping experience. One of the attractions of Fashion Central is Fashiontainment, which will bring a fusion of Fashion and Entertainment together to create a fashion show with musical performances by the international celebrity, Jamaican American singer, OMI, well known for his hit song ‘Cheerleader’ and Hula Hoop’, and held in collaboration with Etoile La Boutique. ‘

**Hermes “Wanderland”**

**21 January to 6 February 2016**

Luxury French house Hermès will be bringing its unique exhibition, ‘Wanderland’ to the Middle East for the first time with Dubai being the third city in the world to host the astounding fashion and art installation, after London and Paris. ‘Wanderland’ is a Parisian revelry within the unexpected. A 'Flânerie' - the act of strolling that evokes Hermès' 2015 theme of the year. Dubai Shopping Festival has worked in partnership with Hermès to bring this exhibition to life in a very unique location – The Dubai Mall’s Dubai Fountain - a fitting placement indeed for such an extraordinary event in the vicinity of the world’s tallest building, the Burj Khalifa.

**Fashion Express**

**15- 16 January: Dubai Festival City Mall**

**22- 23 January: Ibn Battuta Mall**

*‘Fashion Express’* is a new in-mall concept that combines the very popular ‘flashmob’ with a ‘pop up’ concept to create an exclusive in-store event that not only entertains customers in the traditional common mall spaces but also drives footfall inside the stores. Customers will also have multiple opportunities to participate in store competitions.

**Fashion On Ice**

**17 January, The Dubai Mall Ice Rink**

The ﬁrst ever interactive & dramatic fashion show projection on ice using professional model/figure skaters showcasing avant-garde collections via a skating fashion show at The Dubai Mall Ice Rink.

Whilst there are several fashion shows where models walk on ice, this event will involve actual figure skaters/professional skaters who will play the role of models to showcase an avante garde collection from Galleries Lafayette. Being the first of its kind event, the focus on visual theming, lighting, mood will be crucial. The show will be themed around a white winter with live snowfall, moving video projections etc.

**Street Runways**

**23 January: Burj Plaza:**

**25 January: Meena Bazaar**

**18 January: Al Fahid**

A series of fashion shows partnering with high-street brands in specific locations across the city. This event will create a fashion scene that features landmarks as a canvas to showcase high-street fashion. This event creates 3 main runways using three key locations as the backdrop/stage, including: Burj Khalifa, Meena Bazaar and Al Fahidi District. Each fashion show will complement the area with the designs and fashion that the models will be wearing.

**Cover Pop-up Shop “DSF Edition”**

**18th Jan to 20th Jan, Fashion Lounge, The Dubai Mall**

A new pop-up shop concept for Abayas created by the Emirati designer Hessa Al Falahi. The exhibition, features 15 locally based & regional Abaya designers presenting their collections.The event engages category leaders and existing high profile Abaya/ Modest wear designers.

**Perfume Theme: 26 January – 1 February**

Visitors and local residents can look forward to a week of perfumery from the 26th January onwards

The flagship venue of the Perfume Theme is City Centre Mirdif’s “Central Galleria”, and most of the activities related to this theme will take place at MAF malls (City Centre Deira, City Centre Mirdif, Mall of the Emirates, City Centre Measem).

**The Biggest Perfume Sampling**

**26 January – 1 February, Majid Al Futtaim Malls and Dubai International Airport (Terminal 1 & 3)**

The opening day of DSF’s Perfume Theme on 26 January will witness a world-record breaking attempt - offering AED 1 million worth of perfume sampling. Some 200 personnel will be deployed to spray perfume all at the same time in “The Biggest Perfume Sampling” event.

**Perfume Village**

**26 January – 1 February, City Centre Mirdif**

A specially designed Perfume Village will be set up in Mirdif City Centre with lots of activations taking place throughout this themed period. A Main Stage will host influencers, celebrities and perfume experts, who will be holding an exhibition on perfumes, including how to mix ingredients and test sniff perfumes, while a a perfume museum will help visitors learn more about different perfumes and oils.

Perfume Village will include a Pop-up market featuring niche local and regional brands such as Lootah perfumes from UAE; Suhad perfumes by Suhad Qenaei from Kuwait; “NE’EMAH” perfumes by Mohammed Ne’emah from Kuwait; ANFASS perfumes by Asim Kasim from UAE and AJ Arabia by Ali Al Jaberi from UAE.

Other highlights of the Perfume Village include a display of the 10 most expensive perfumes in the world, and highly acclaimed perfume maker, Roja Dove’s display of his perfume collection. There will also be in-store activations throughout the Perfume Village.

**DSF 2016 MAIN EVENTS**

**Al Faris**

**6 – 9 January, Sheikh Rashid Hall, Dubai World Trade Centre**

Inspired by the poems of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Al Faris (The Knight) is an epic musical production that will be performed by renowned Lebanese singer Ghassan Saliba and popular Emirati singer Balqees Fathi. The play has been developed to promote Arabic language theatrical performances and cultural awareness in the UAE, with the main themes of the play inspiring courage, leadership, wisdom, and philosophical thinking.

**Dubai Arabic Concerts**

**9, 11, 14, 15 January, Dubai World Trade Centre**

Every year fans of Arabic music look forward to the spectacular opportunities to see Arabic singers and musicians live in concert during the Dubai Shopping Festival. This year music lovers have the chance to see some of the biggest stars in the Arabic music world live at Dubai’s World Trade Center across four special nights, with each night featuring three of the Arabic music world’s iconic stars. In collaboration with Rotana, concert goers can see their favourite stars, including Mohammed Abdo, Angham, Majed ElMadani , Abadi Al Johar, Assala Nassri, Waleed Al Shami, Abdullah Al Rowaished, Nawal ElKuwaitia Jaber Al Kaser, Rabeh Saqer, Shamma Hamdan and Natacha.

**Disney’s Sparkling Frozen Forest**

**21-30 January CITY WALK**

A compelling immersive experience for the audience, the Disney’s Sparkling Frozen Forest is based on the hit animation ‘Frozen’. This will give people the chance to walk through a winter wonderland straight out of a Disney movie. Children and adults alike will love the interactive displays and the chance to interact with their favourite characters from the movie.

**Market Outside the Box**

**21 – 30 January 2016– Burj Park**

Taking place next to the pride of Dubai – Burj Khalifa – the Market Outside the Box focuses on emerging brands in Dubai and gives them a chance to take center stage during DSF. This year Market OTB is not just focusing on the emerging product based market Dubai has cultivated but will also be showcasing the emerging market for personalities in health and fitness, music, entertainment and design. Over 80 brands from all over the globe will be encouraged to showcase their products and services and promote grass roots engagement. To make the outing truly exciting for the whole family, the 10-day Market OTB will also be offering visitors the opportunity to experience a number of family-oriented entertainment activities including shows, music, drama, dance and poetry, or even catch the latest creative documentaries at the pop-cinema, as well a multitude of dining options, notably a wide selection of Food Trucks and edible delights from your favorite independent eateries. The line-up of activities will include talks by experts in diverse areas that will be beneficial to both participants and visitors.

**Historical Districts**

**1 January – 1 February, Al Fahidi Historical Neighbourhood, Gold Souk**

Three locations, known as the Historical Districts on either side of the Dubai Creek (Bur Dubai and Deira) will be dressed up with simple lighting and décor. Each location will offer a mix of customized concept events and entertainment with retail activations and community engagement opportunities. The event activation ideas will uplift the selected historical area to create a unique experience specific to the area. A main attraction will be the Creek Chic, a vintage market featuring vintage fashion, furniture and art all promoting the appreciation of a new shopping aesthetic in the UAE. This community event will serve as a platform to promote vintage & antique retailers, allowing businesses to gain greater audiences and regional recognition.

**Fireworks**

**The BEACH, located opposite JBR, Creek Park, Global Village**

**7 - 9, 14- 16, 21- 23, 28 - 30January 2016**

Festivals and fireworks go hand in hand and Dubai has become synonymous with both – each becoming bigger and better every year. This year Dubai Shopping Festival will have firework displays taking place at three locations across Dubai during DSF 2016. Local residents and tourists alike will be able to enjoy the amazing and colourful fireworks from The Beach, located opposite JBR, as well as from Creek Park and Global Village.

**Carpet & Art Oasis 2016**

**20December 2015 – 15 January 2016, Dubai World Trade Centre**

One of Dubai Shopping Festival’s longest running activations, the Carpet & Art Oasis 2016 will bring one of the world’s largest exhibitions of hand woven carpets. To be held over an area of 6,000 square meters, the Oasis will include 54 pavilions spreading over 4,000 square meters. This year’s Oasis features as many as 250,000 exquisite silk and wool rugs at an estimated market value of AED 2 billion, crafted in leading rug-making countries; Iran, India, China, Turkey, Azerbaijan, Pakistan, Afghanistan and Turkmenistan..

**Global Village**

**Throughout DSF and until April 9**

The Global Village is Dubai’s leading family entertainment and cultural attraction, featuring a unique shopping experience at several pavilions, each representing a different country. Visitors to Global Village are welcomed into a diversified but united world of joy, colours and rhythms to explore the world, one pavilion at a time. Global Village is celebrating its 20th season this year and with it the international shopping extravaganza finds its home. With products from all over the world housed under Global Village’s 65 pavilions, guests have the chance to enjoy shopping from 4pm until 12am from Saturday until Wednesday, with timings extended to 1am on Thursdays and Fridays.

**DSF MEGA RAFFLES AND PROMOTIONS**

**Infiniti Mega Raffle**

**Ticket sales - 1 November 2015 until 6 February 2016**

**Daily Draws from 1st January 2016 until 6 February**

The annual Infiniti Mega Raffle is returning to Dubai Shopping Festival in 2016 with one lucky shopper getting the chance to drive home with an Infiniti QX70 and AED 200,000 in cash every day. You can purchase a raffle ticket for AED200 from selected EPPCO & ENOC petrol stations, Al Ghurair Centre; Global Village; Al Fahidi Street; Al Rigga Street; Al Seef Street; Baniyas Road and the Gold Souk. The daily raffle draw takes place at Global Village next to Gate 2, every day at 10pm.

**Nissan Grand Raffle**

**1 January until 6 February 2016**

One of the Dubai Shopping Festival’s most highly awaited raffle draws, the Nissan Grand Raffle will take place every day at Global Village with a live broadcast from SAMA Dubai TV at 10pm. The raffle will be giving away one of eight cars from Nissan – Micra; Sunny; Sentra; Tiida Hatchback; X-Trail; Juke; Pathfinder and Patrol. The raffle coupons will be available on purchases of non-fuel products worth AED 20 and above at all ENOC, EPPCO petrol stations, as well as Zoom shops in Dubai,

**‘100 Winners in 32 Days’ gold promotion**

**1 January until 1 February 2016**

The Dubai Gold and Jewellery Group is running a mega promotion offering shoppers spending a minimum AED 500 at participating gold and jewellery outlets in Dubai the chance to win three fabulous gold prizes every day for the first time in the history of DSF. The first prize winner will receive a prize of 1 kg gold, the second lucky winner will get ½ kg gold prize while the third daily winner will get to take home a ¼ kg gold prize. In all, there will be 100 lucky winners over the 32 days of DSF celebrations receiving gold prizes worth AED 7 million. Customers who purchase gold jewellery worth AED 500 get one raffle coupon and customers who purchase diamond or pearl jewellery worth AED 500 get two raffle coupons to take part in the daily raffle draws.

**Shop, Play & Win.**

**Participating malls, 1 January to 1 February**

**Draws to take place on the 7th, 14th, 21st January and 1st February**

Visitors to Dubai’s community malls can win more than just gold at this year’s Dubai Shopping Festival with ‘*Shop & Win. Play & Win.’* giving shoppers two fantastic chances to win big. *Shop, Play & Win* gives shoppers a chance to enter a raffle draw for every AED200 they spend, entering them into a draw to win a Nissan Pathfinder every week. *Play & Win* will give customers a chance to play at a specially installed gaming kiosk in the store once they spend AED1000. Al Bustan, Barsha Mall , Ethihad Mall, Bin Sougat Centre, BurJuman Centre, Century Mall, Karama Centre, Oasis Mall, Sunset Mall, Times Square Centre, Uptown Mirdiff, Wasl Square, Wasl Vita and Dubai Outlet Mall.

**Win 5KG of Gold**

**Participating malls, 1 January to 1 February**

**Draws to take place on the 7th, 14th, 21st January and 1st February 2016**

Shoppers at Dubai’s community malls more opportunities to win up to 5Kg of Gold this DSF. The more you shop at any of the select community malls the higher your chance of winning. Over the course of four weeks, four lucky winners will be able to win 200 grams at each weekly draw with the final winner of the raffle draw on the last day of DSF being able to win a kilo of gold.

**The Red Envelope (Paris Gallery Promotion)**

**1st January to 1st February, 2016**

This DSF, it’s a win-win situation for all with Paris Gallery and Watch Gallery. For every AED 750 you spend at Paris Gallery, you could walk away with gift vouchers worth up to AED 10,000 or a discount voucher up to 10% off on your next purchase.

**VISA Impossible Deals**

**1st January to 1st February, 2016**

Every day through DSF, Visa customers will be able to avail themselves of limited but incredible, almost impossible, offers – available to purchase with Visa card. The deals will be impossibly tempting, typically with pricing of 20 % of retail price i.e. 80% off, across electronics, travel, entertainment, luxury goods and automobiles.

**ADIB DSF Mobile App**

The all new ADIB Dubai Festivals App powered by Abu Dhabi Islamic Bank (ADIB) will list all the Dubai Shopping Festival 2016 retail offers in one place allowing them to search, browse, and discover either by interest, product or offer.  The ADIB Dubai Festivals App is intended to be the ultimate DSF Offers companion, connecting the user with the right kinds of deals that matches his/her interests. Users will have the opportunity to avail further discounts or services from ADIB on selected promotions.

**ADDITIONAL ENTERTAINMENT**

**Beatbox at BOXPARK**

**31 December 2015, 31 January 2016 – BOXPARK**

This special event will be taking place throughout the Dubai Shopping Festival and will center on the urban art of beatboxing and other urban influenced styles of music. Interactive displays, music themed decorations and a whole host of performers will keep visitors entertained and feeling innovated. Beatbox at BoxPark will feature a number of fantastic set pieces that will inspire urban creativity, like an interactive piano which visitors can play with and create light shows for other visitors to enjoy.

**Carnival at THE BEACH**

**1 – 31 January 2016– THE BEACH Piazza**

What is a festival without a carnival to help everybody get into the celebratory mood? Now that Dubai Shopping Festival has brought with it Carnival at The Beach, families can enjoy a fantastic atmosphere of fun and amazement at one of Dubai’s newest shopping areas in JBR. You can expect lots of entertainment and even more fun and games at this carnival. While walking from shop to shop be sure to say hello to the jugglers, fire eaters, acrobats, and any other entertainers you will be able to see.

**Live Entertainment**

**1 January – 1 February 2016, Mercato**

Visitors to Mercato can join the DSF celebrations at a number of stage shows including La Dolce Vita , an European Acrobatic aerialist team which will charm you with the colourful costumes, comic acts and aerial performance, The Bubble Show by the Italian artist Silvia Gaffurini, Puppets Mime Show, a Comic Show with puppets and muppets, Felice One Man Band, the most famous one man band in Italy, Comic Chaplin Street Theatre , as well as various roaming acts around the mall such as Italian live jazz music, poetic roaming comic acts, Pinocchio Meet & Greet and lots more.

**Disney’s Beauty and the Beast**

**6- 9 January 2016– Dubai World Trade Centre, Sheikh Saeed Hall 2 & 3**

The official and original Broadway smash hit will be making its way to Dubai to showcase the magic of its Academy Award winning animated movie from Disney.

**Humsafar**

**22 – 23January - DUCTAC, Mall of the Emirates**

Hindi play based on the poetry of renowned Hindi lyricist, Gulzar, and dealing with relationships in a light hearted manner.

**Einstein**

**29th – 30th January, Centrepoint Theatre, DUCTAC, Mall of the Emirates**

Leading Bollywood film and stage actor, Naseeruddin Shah, plays the role greatest scientist of all time – Albert Einstein. The play takes a look at the personality of one of the most spectacular brains the world has ever known.

**Ballet Gala 2016**

**7 – 8 January, Madinat Theatre, Madinat Jumeirah**

The Paris Opera Ballet Gala will be coming to Dubai to showcase one of the world’s greatest ballet troupes and will also feature one of the greatest dancers of her time, Dorothee Gilbert.

**Caucasian Dance - Lezginka**

**9January, DUCTAC, Mall of the Emirates**

The first of its kind in the UAE, this International show will give people in the region an insight into this beautiful style of dance from the Caucasian region.

**Salaam Dubai 2016**

**15 January, Dubai Duty Free Tennis Stadium**

This unique Bollywood concert features two of India’s biggest playback singers – Shaan and KK accompanied by a 25-member strong troupe of musicians and entertainment artists .

**Indian Republic Day with Kavi Sammelan & Mushaira**

**28 January – Sheikh Rashid Auditorium, Indian High School**

Celebrate Indian Republic Day at an evening with some of the biggest names in Hindi and Urdu poetry.

**Simple Minds**

**28 January, Dubai Duty Free Tennis Stadium**

Fans of 70s Scottish Rock will be in for a treat come 28th January, as the legendary Simple Minds will perform IN Dubai during DSF.

**“The Russell Peters Almost Famous World Tour”**

**19 – 20 January, Dubai World Trade Centre**

Global comedy rock-star Russell Peters returns to Dubai with exciting new content to give audience an interactive experience.

**DSF Media Awards**

An Awards Ceremony to honour, celebrate and award the media for their support of, and contribution to DSF 2016 by way of coverage. Awards to journalists will be given away in several categories while press photographers will also be honoured for their winning entries.