

DUBAI SHOPPING FESTIVAL FINAL SALE ANNOUNCED

Dubai, United Arab Emirates, 28 January 2019: As another exciting edition of Dubai Shopping Festival (DSF) draws to a close, organisers Dubai Festivals and Retail Establishment (DFRE) announce details of this week's DSF Final Sale, where shoppers can enjoy further reductions of up to 90 per cent on items across more than 3,000 retailers in Dubai's malls.



Marking five weeks of sales, promotions and entertainment across the emirate, the eagerly-anticipated final sale, which runs from 31 January to 2 February 2019, will give bargain-hunters the chance to take advantage of unmissable deals on home, lifestyle, beauty and fashion brands.



DSF is supported by strategic partners which include Emirates Airline, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include VISA, Emirates NBD and Jumbo.

- Ends -

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.

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