

## SHOP THE NIGHT AWAY THIS DUBAI SHOPPING FESTIVAL AT MALL OF THE EMIRATES

**Dubai, United Arab Emirates, 21 January 2019:** Dubai Shopping Festival (DSF), the city's biggest shopping and entertainment extravaganza brought to residents and visitors by Dubai Festivals and Retail Establishment (DFRE), announces the third mall participating in the exciting new "Shop The Night Away" initiative. On Wednesday January 23, between 6pm and 12am, shoppers can make their way to Mall of the Emirates to enjoy an array of incredible offers, giveaways and in-store events.



Home to an indoor ski slope, a huge cinema complex and some of the world's best local and international retail boutiques, Mall of the Emirates is one of the pillars of Dubai's incredible retail scene. During Shop The Night Away, fashion enthusiasts will be able to enjoy gifts with every purchase made in store at Marks & Spencer, free bracelets and keychains from Diesel and Charles & Keith, unbeatable offers including up to 20% off additional reductions at Max Mara and AED100 vouchers for the first 50 shoppers at the luxe fashion house Karen Millen. In addition, Nautica will reward those who make

a purchase over AED500 with a free branded perfume, while Tommy Hilfiger will prepare a personalised backpack for spenders splurging over AED750 in store.



Beauty fans will revel in complimentary makeovers at Sephora, with set styles to help guests sashay into 2019, while Ingot are also offering free makeovers on any purchase of AED200 and a gift with every purchase of more than AED150. Activewear brand Lululemon will host a series of “how to” sessions, helping the health conscious to stay stylish during workouts.

Famished fashionistas can also indulge in great food deals, such as free starters at Dean & DeLuca and two-for-one beverages at Brunswick. Luxury brand Tiffany & Co. will reside in a pop-up signature blue box, where a whole host of games will be available followed by tea, coffee and blue branded bites served for guests.

For more information and a full update on DSF activities, visit <http://www.mydsf.ae/> or @DSFSocial and #MyDSF.

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, Emirates NBD and Etisalat. The key sponsors include VISA and Jumbo.

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#### **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.

#### **For further information, please contact:**

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