

SHOP THE NIGHT AWAY THIS DUBAI SHOPPING FESTIVAL AT THE OUTLET VILLAGE

Dubai, United Arab Emirates , 8 January 2019: To mark the 24th edition of Dubai Shopping Festival (DSF), Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, unveiled the first of four malls taking part in “Shop The Night Away”, a new initiative launched this year where shoppers can enjoy extra value deals at a selected mall on consecutive Wednesdays in January starting 6pm. This week, shoppers can head to The Outlet Village, home to the world’s best high-end fashion and lifestyle brands at unbeatable prices.



A must-visit shopping spot, shopaholics can find renowned labels and enjoy more promotions on Wednesday 9 January at The Outlet Village. Some of additional deals include American Apparel brands Tommy Hilfiger and Calvin Klein offering an additional 20 per cent reduction on the DSF sales price, mirroring the offer of Al Jaber Optical with a further 20 percent off items. Rivoli Watches have an array of goodies including a Rado Backback, eyewear vouchers, Calvin Klein laptop bag, Longines tie and a Mido tea infuser set to reward shoppers this Wednesday.

Casual clothing brands Superdry and La Martina will both lure shoppers with a buy-2 get-1-free deal across all items in their Outlet Village stores and US Polo Assn is giving an extra 10 percent off all purchases. Designer clothes fans can enjoy amazing discounts across premium labels including multi-brand store Priceless, slashing

a further 30 percent off everything, whilst Hugo Boss is gifting a free cap on buys over AED750. Hugo is also giving full price suit buyers a free tie and Giuseppe Zanotti will treat shoppers to a free gift with every purchase.

Foodies can also reap big deals with premium Japanese ice-cream provider M'oishî gifting customers a free tea or coffee when purchasing three or more Mocchis, Italian coffee house Café Nero is extending a complimentary food item with every food item purchased and Galleries Lafayette Gourmet is treating pastry purchasers to a free one with every singular purchase. Project Pie is offering a 25 percent discount on the total bill and French burger innovators Big Fernand is offering visitors 15 percent off the total bill, providing fuel to shop the night away.

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 Airlines, 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.

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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.

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