

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

**Dubai, United Arab Emirates, 14 January 2019:** This year's Dubai Shopping Festival (DSF), brought to the city's residents and visitors by Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, is inviting fashion and lifestyle lovers to head to The Dubai Mall and 'Shop the Night Away' on 16 January.



The city's ultimate one-stop shopping destination, which houses over 1,300 local and international brands, is offering shopaholics extra ways to save for the whole family across over 130 participating outlets. Starting 6pm onwards, fashion lovers can get their shopping fix through an array of special offers, from free gifts to additional promotions across The Dubai Mall.



Brands extending an additional percentage off stock prices include Bloomingdale's Home with a generous extra 20 per cent off, and Patrizia Pepe with an equally desirable 15 per cent off the new collection and an additional 10 per cent off the older collection. There is something for the little ones, too, with children's designer clothing store Angels treating clients to an additional 10 per cent off across the store; Carters offering an extra 20 per cent off on purchases of three items or more, and French favourite Petit Bateau treating mums and dads to a free item for every two bought. For the adventurous few, jeweller Maria Tash will be giving free piercings and a further 20 per cent off on selected items, while shoe lovers can enjoy an additional 10 per cent off at Steve Madden.





Shoppers can enjoy rewards on purchases as well as generous gifts on 16 January, with Jimmy Choo giving away a pomegranate and fig scented candle with every purchase, La Vie en Rose offering free manicure kits and mirrors and Coach presenting cherry print pouches for customers. Diesel will present a key chain or accessory with every purchase, and shoppers who head to Nautica will receive a free perfume for every transaction over AED500. Beverly Hills Polo Club will keep heads warm this winter with a free cap for shoppers spending over AED300, TUMI will give away a travel kit with every minimum spend of AED1,500 while luxury French brand Vilebrequin will gift a turtle backpack with every purchase of AED1,200.

Other fashion houses showering shoppers with offers include personalised backpacks on every minimum purchase of AED750 from Tommy Hilfiger, Desigual buyers will secure a free bag and LA fashion house Juicy Couture will give a free Swarovski personalisation for every tracksuit purchased and an added gesture of a complimentary bag gifted to clients who spend over AED2,000. Shoppers seeking a style make-over can head to Topshop, Topman, Charles & Keith and American Rag, where they will enjoy free styling sessions in store.

Additional tempting offers include Karen Millen offering AED100 vouchers to the first 50 shoppers and Nine West giving a free gift with purchases over AED300. Giving an extra sparkle to jewellery purchases, Georg Jensen will indulge clients with a branded business card holder with every purchase.

Bargain beauty hunters can treat themselves to arm massages at Lush whilst MAC Cosmetics will delight visitors with complimentary 30-minute make-up applications as well as an exclusive gift with every purchase. Those in need of a skin treatment can indulge in Dermalogica's offer of 50 per cent off services booked with a friend at

The Dubai Mall branch, while French fashion house, Givenchy will have palm readers, a zodiac tattoo artist and a magician in store. Gents grooming brand, The Art Of Shaving will offer a host of offers including a 30ml Oud fragrance upon purchase of the four elements and treat shoppers to a free haircut with every AED550 spent in store. Designer make-up fanatics should head to Marc Jacobs, where the luxury brand will be letting guests sample their Velvet Noir Major Volume Mascara, and Tom Ford for make-overs and a fragrance styling session with the brand's experts.

Foodies can rejoice with mouthwatering freebies from multiple outlets at The Dubai Mall including: Eat Greek Kouzina, Eataly, The Grill Shack and Tribes who will all give free kids' meals when a main course is purchased, while Peppermill will offer a complimentary main course for every main purchased. For the sweet-toothed, Taqado is set to tempt guests with a free Mexican chocolate bar on every spend, and Two @Symphony will be providing free dessert with every food item bought. Rubicons Coffee will get shoppers salivating with their two for one on desserts, salads and sandwiches and a further 25 per cent off the total bill, while diners at Gunaydin will receive 25 per cent off the total bill and Galleries Lafayette Gourmet 30 per cent off on food on this evening only.

For a full update on Dubai Shopping Festival activities, please visit [www.mydsf.ae](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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