

FALL IN LOVE WITH FASHION THIS DUBAI SHOPPING FESTIVAL

Dubai, United Arab Emirates, 20 January 2019: Fashion enthusiasts can enjoy the 24th Dubai Shopping Festival (DSF) with an array of exciting events and offers taking place across the city. Dubai Festivals and Retail Establishment (DFRE) has shared a selection of the city's top fashion events for stylish shoppers to enjoy.



- **Time travel with Cartier**

Cartier will launch the Santos Watch in the brands' first major public event at The Dubai Mall taking place starting 21 January. The pop-up, located by the famed Dubai Fountain, will celebrate the first wristwatch created by Maison Cartier in 1904. The statement installation of the Demoiselle airplane will unfold through a series of experimental and immersive rooms, housed in a structure inspired by Alberto Santos' Dumont iconic airplane. The showcase will present a multi-sensorial experience for visitors with the opportunity to hear actual recordings of the early flying coverage as well as witnessing the roaring engine of the Santos plane whilst encountering the subtle air generated from flying.

- **Shop the Night Away at The Mall of The Emirates**

Shop the Night Away, a new DSF initiative taking place every Wednesday, invites shoppers to enjoy added value across select venues at a specific mall each week. On Wednesday 23 January, shoppers can make their way to the Mall of the Emirates and enjoy an array of amazing offers including free gifts with purchases. Participating brands include Marks & Spencer, Nautica, Charles & Keith, Tommy Hilfiger and Diesel, with further reductions on purchases across MaxMara and Karen Millen.

- **High Tea with Tiffany & Co.**

Luxury brand Tiffany & Co. will treat visitors to a new experience at their branch at Mall of the Emirates with a pop-up situated in front of the store. Shoppers can enjoy a whole host of games in the branded pop-up with refreshments in the form of tea, coffee and bites in the iconic Tiffany & Co blue colour, served throughout the event on Wednesday 23 January.

- **Fashion in the palm of the shoppers' hands**

French fashion house Givenchy will host a fun evening in their Mall of the Emirates store on 23 January with palm readers, a Zodiac temporary tattoo artist and a magician starting 8pm.

- **Fashion outside the box**

Returning for its 6th year, Market Outside the Box (MOTB) boasts an exciting vendor line up, with a host of emerging designers, independent local labels and select global brands starting 24 January until 2 February at Burj Park, Downtown Dubai. Residents and visitors can pick up one-off artisanal pieces and shop regional talent at the city's favourite outdoor market.

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 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.

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