

DISCOVER WEEKEND FUN AT DUBAI SHOPPING FESTIVAL

Dubai, United Arab Emirates, 16 January 2019: World-class entertainment awaits visitors and residents every weekend during the 24th edition of Dubai Shopping Festival (DSF). Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, has rounded up a list of some of the best promotions and activities across the city to enjoy this weekend.

- **THE DUBAI MALL'S 'STREET FEST'**

Performing at The Dubai Mall from 10 January, some of the world's most talented street artists will collaborate to create live visual spectacles for the inaugural Street Fest, starting 10 January. The 10-day performance, which promises non-stop family entertainment, consists of 22 extraordinary street acts performing 500 live shows; bringing the mall and waterfront promenade to life with must-see acts including sway pole performances in Strange Fruit, French dancing act Surprise Effect, Australian aerialist Theakre Von Zairno, painter John Hicks and The Street Circus.



- **THE INTERNATIONAL PREMIERE: JUNOON RETURNS 2019**

After a 13-year hiatus, Pakistan's most iconic rock trio, Junoon, is reuniting for a highly-anticipated concert in Dubai for the first time in the band's history. Members Ali Azmat, Salman Ahmad and Brian O'Connell are getting back together for a world tour in Dubai's Duty Free Tennis Stadium on 18 January. Tickets are priced from AED150 and doors open at 7pm.



- **HIT THE ROLLERCOASTERS**

Thrill-seeking families can enjoy a fun-packed weekend with the Dubai Theme Park Pass. Available to purchase online or at concierge desks, the citywide pass offers reductions on pre-paid access to the best theme park attractions and experiences in the emirate, including IMG Worlds of Adventure and Legoland. With savings of up to 50 per cent, this is the ultimate way to have a fun-filled weekend at unbeatable value.

- **REFLECTIONS OF DUBAI**

Reflections of Dubai, a cutting-edge, mirror-clad installation, based on inspiration derived from the book of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai, is an interactive centrepiece that lights up City Walk 2 by Meraas throughout the festival. The intriguing cube encourages reflections of positivity and happiness and is a must-see for visitors and residents of Dubai.



- **LIGHT ART DXB**

The second light art installation creates a mesmerising kaleidoscope of light at Downtown Dubai's Burj Park Plaza. Created by leading Frankfurt and Athens-based designer George Tellos, the sculpture projects a breath-taking showcase for visitors to marvel at.



- **CHARLOTTE TILBURY BEAUTY WONDERLAND**

Beauty fans can visit The Dubai Mall and get their hands on the exclusive Pillow Talk range launched by celebrity-favourite cosmetic brand; Charlotte Tilbury. Make-up lovers can explore the world of Charlotte Tilbury at the Pillow Talk Playground activation until 18 January and buy some of the hottest products from the new collection.



- **DOUBLE CHANCES TO WIN AT DSF FIREWORKS NIGHTS**

Every Thursday and Friday during DSF, The Beach, Al Seef, La Mer, Dubai Festival City and Dubai Creek will entertain crowds with magnificent fireworks displays starting 8pm. As well as spectacular pyrotechnic shows, this year's audiences will also be able to enjoy a host of exclusive offers, special promotions and themed entertainment every weekend during the Dubai Shopping Festival. For every AED 200 spent in any of the waterfront destinations during the DSF Fireworks Nights on shopping, dining, playing and unwinding, visitors can double their chances to win one of 30 Meraas Gift Cards weekly, each worth AED 5,000. A further 50 Meraas Gift Cards will be up for grabs in the last week of DSF, each worth AED 5,000.



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 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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