

PHOTO CAPTION

SHOPPERS ENJOY DUBAI HOME FESTIVAL'S CELEBRATIONS

Dubai, United Arab Emirates, 30 April 2019: Residents and visitors across the city enjoyed the first edition of Dubai Home Festival (DHF), as shoppers snapped up exciting deals of up to 75 per cent off on a variety of global and local homeware brands.

Virgin Radio's Kris Fade, Big Rossi and Priti Malik took up residency at **Mall of the Emirates** last week, as they lived in a glass box for five days decorated by various retailers which offered on-air giveaways.



In collaboration with **Dubai Institute of Design and Innovation (DIDI)** and international furniture brand **Vitra**, a special Kursi exhibition is currently on display until Thursday 2 May, 2019 at the Luxury Wing, Level 1 at Mall of the Emirates.

Global homeware giant **IKEA** hosted an exclusive sustainability fashion show at Dubai Festival City Mall on 24 April 2019, where guests were able to enjoy impressive outfits made from a number of recycled IKEA products.



Robinsons at Dubai Festival City Mall held an exclusive AVANTCHA tea tasting on 24 April 2019, giving shoppers insider tips on how to create the perfect setting to entertain at home.



Providing furnishing fanatics with invaluable tips on how to upgrade their homes, **Crate & Barrel** hosted two open masterclasses and Ramadan workshops at Mall of the Emirates and City Centre Mirdif.



For full details of Dubai Home Festival in Dubai calendar of promotions and events, please visit www.dubaihomefestival.com.

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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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