



Sunshine and Style at Dubai Fashion Week 2009

(1 April 2009) Dubai continues to attract visitors from around the world with its glamorous **Dubai Fashion Week 2009**, which will take place 5-9 April 2009. This is the ideal time of year for fashionistas to visit the emirate and see an exclusive preview of the season's upcoming collections and trends. Dubai Fashion Week 2009, which will be held at Jumeirah Emirates Towers, is set to cement Dubai's position in the global fashion arena and propel local talent into the global industry.

The five day show promises to be an unmissable experience for fashion lovers, with 28 designers showcasing their new collections. Some of the Middle East's most established designers will be presenting their Autumn/Winter collections including **Manish Malhotra, Priya Puri, Sweet Exclusive, BodyAMR** and **HSY** as well as showcasing rising talent from the region with the winners of the Emerging Talent Competition. Global fashion brands such as **Kurt Geiger** will also be presenting.

This flagship event reinforces Dubai's position as the fashion and shopping capital of the region. Home to the world's largest shopping mall at 12 million square feet - the size of 50 football pitches - the **Dubai Mall** opened in the emirate in November 2008 in the up and coming area of Downtown Burj Dubai. Upon full operation the centre will boast 1200 retail outlets including a dedicated Fashion Avenue with designers ranging from **Versace** to **Burberry, Roberto Cavalli, Hugo Boss, Galliano, Hermes, Givenchy, Stella McCartney** and **Tom Ford**. And Dubai Mall is now home to the flagship **Cartier** store in the Middle East; at over 7,500 square feet the showroom is the brand's largest boutique in the region. The opening even on 27 March was attended by a host of international celebrities including actress Monica Bellucci and Bollywood stars such as Anil Kapoor.

On 3 March this year another fashion heavyweight **Vivienne Westwood** opened her first boutique in the Middle East at the Dubai International Financial Centre's Gate Village. The boutique will feature Vivienne Westwood's womenswear lines Gold Label, Red Label, and Anglomania and accessories.

2009 looks set to be another fantastic year of record breaking achievements in Dubai with the opening of the world's tallest tower, Burj Dubai, also in the Downtown area on 09/09/2009. Shoppers will soon be able to stay at the world's first sumptuous Armani hotel in the tower and make the most of world-class shopping on their doorstep.

Following the success of Dubai Mall, the emirate looks set to welcome more spectacular retail projects including The **Mall of Arabia** which will boast more than 1400 retail outlets and is scheduled to start its phased opening in 2010. And Dubai Infinity Holdings have announced that the first dedicated fashion island, **Isla Moda**, will be built as part of The World. Isla Moda will combine high

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style and luxury to attract the world's fashion elite; hosting high profile fashion events as well as housing fashion themed hotels and residential villas with concierge services including personal stylists and shoppers.

Dubai is also home to more than 50 other shopping malls with a variety of retail outlets including **Mall of the Emirates**, which features more than 450 shopping outlets and Ski Dubai, the Middle East's first indoor ski destination. **Dubai Outlet Mall** offers credit crunch friendly shopping by big brands such as **Calvin Klein** and **Guess** at fantastic discounts. And **Wafi Mall** is part of the Egyptian themed Wafi City which boasts Cleopatra's Spa, and Khan Murjan - a subterranean artisan's market.

Ian Scott, UK and Ireland director of the Government of Dubai, Department of Tourism and Commerce Marketing, comments: *"The pioneering Dubai Fashion Week really highlights how the emirate is earning its reputation as the fashion hub of the region. The show is increasingly becoming one of the most important and 'must attend' events in the fashion calendar. Dubai continues to keep ahead of the competition with incomparable events and developments and its unparalleled ambition."*

For further information about Dubai, contact Dubai Tourism and Commerce Marketing on +44 (0) 20 7321 6110, email: dtdcm_uk@dubaitourism.ae or visit www.dubaitravelmarket.co.uk

For further information about Dubai Fashion Week visit www.dfw.ae

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