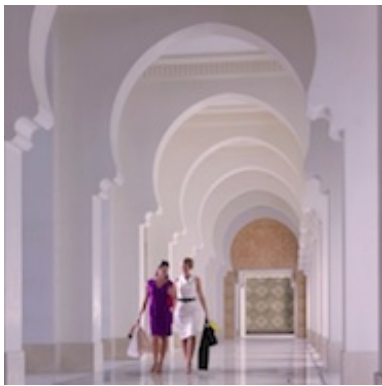


IN-STORE

Four Seasons celebrates Emirati Woman Day at Dubai location

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Four Seasons will celebrate Emirati Woman Day in Dubai

By STAFF REPORTS

Four Seasons Resort Dubai at Jumeirah Beach is catering to female consumers with expanded offerings for Emirati Woman Day, including beauty treatments and a celebratory afternoon tea.

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The holiday was declared in November 2014 by Sheikha Fatima, the wife of the late Sheikh Zayed, founder and first president of the United Arab Emirates. Emirati Woman Day will be celebrated for the first time on Aug. 28, and Four Seasons Resort Dubai has planned a host of offerings to mark the momentous occasion.

I'm every woman

Ms. Fatima currently serves as the chairwoman of the General Women's Union, the supreme chairwoman of the Family Development Foundation and president of the Supreme Council for Motherhood and Childhood. She has worked to improve the lives of women in the UAE for many years.

Emirati Woman Day is scheduled to take place on Aug. 28 to mark the founding of the General Women's Union in 1975. The event is intended to honor women from around the

country and celebrate their achievements.

Four Seasons has been anticipating Emirati Woman Day for a few months and has already announced some of its plans. The Four Seasons Resort Dubai at Jumeirah Beach will also celebrate the occasion by sharing a unique sartorial opportunity with its guests.



Four Seasons will also be offering unique apparel for women

Four Seasons will partner with Emirati designer Hessa Al Falasi to offer consumers the chance to have traditional Abaya apparel custom made in their hotel suite. Ms. Al Falasi is known for her blending of contemporary style and conservative conventions, which will likely appeal to affluent consumers in Dubai ([see story](#)).

In addition to its apparel appointments with Hessa Al Falasi, Four Seasons Resort Dubai is also offering two-for-one spa services at its unique The Pearl Spa.

After the spa, female consumers can enjoy beauty treatments such as hair cuts and blowouts, manicures, pedicures and makeovers at the beauty salon. The day finished off with a traditional tea at the hotel's Shai Salon.

Focusing its attention on women during this special time will help Four Seasons stand out from other hotels that have yet to fully embrace the new holiday.

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