

RETAIL

Dubai Mall commemorates 10 years by celebrating its shoppers

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The Dubai Mall - Grand Drive. Image credit: Emaar Malls

By STAFF REPORTS

The Dubai Mall is celebrating its tenth anniversary with a widespread celebration aimed at spotlighting its accomplishments.

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With more than 80 million customers a year for the past four years, Dubai Mall says it has been credited as the most visited lifestyle destination in the world. The 10-year celebration will feature entertainment, fashion, shopping and philanthropy showcases.

"The economic impact of The Dubai Mall has been wide-ranging," said Mohamed Alabbar, chairman of Emaar Properties and board member of Emaar Malls, in a statement. "Transforming not just the retail sector but also creating new referral points in leisure, entertainment and hospitality, the mall has also played a defining role in positioning Dubai as a global fashion capital."

Birthday celebration

A music and light show, named Talisman, will have a nightly appearance the Dubai Mall's Star Atrium. Founder of Cirque du Soleil Guy Lalibert's production company, Lune Rouge, designed the show.

Vogue Arabia will partner on an initiative named Vogue Loves Fashion Avenue, which will run from Nov. 15 to 24, in addition to a variety of activations from individual brands in the mall.

Dubai shoppers will also have the chance to win a luxury apartment from Emaar Properties. Three homes will be available to win, along with a series of daily gift card prizes.

A wishing tower will be included in the promotion in which visitors can make a wish via social media. This will also provide a roaming birthday squad that will perform random acts of kindness and gift paid-for meals.



The Dubai Mall's Perfumery & Co. Image credit: Emaar Malls

"No mall, anywhere in the world, has contributed so much to a community, as The Dubai Mall has in just 10 years," said Patrick Bousquet-Chavanne, CEO of Emaar Malls, in a statement. "We will continue to build on our success and position The Dubai Mall as the jewel in the crown of premium global retail for generations to come."

Last year, the Dubai Mall invested in location services through the addition of an indoor positioning system.

Emaar Malls' shopping center installed Senion's StepInside IPS, which integrates with the mall's mobile application to help guide shoppers through the 12.1 million-square-foot complex. Malls are increasingly leveraging mobile to both provide assistance to guests and boost their retailers through notifications ([see story](#)).

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