

Once in a while life does its trick...

In its 18th year, Dubai Shopping Festival is one of the most celebrated and iconic events in the Middle East. As most Dubaians would agree, DSF is the best time to be in Dubai. It is the city at its liveliest – Dubai At Its Best. Yet the Festival is much more than 31 days of back-to-back events, savings, and winnings. DSF is a world of rare-found moments and emotions that unlock the best in you. It is 'experiences fulfilled'.

It's a natural progression; as the Festival evolves, so does the brand's voice and its way of communicating. This year's campaign, titled 'The Best of Times', is Dubai's heart-felt invite for the world to come and celebrate life. And instead of focusing on the Festival's offerings, the campaign showcases why's and how's. How does it feel to steal a moment out of life? How does it feel to feel at your best?

Shot by the acclaimed commercial director Melanie Bridge, the DSF 2013 Brand Film talks to the hearts of residents and potential visitors. The film opens with a tourist riding an 'abra' at the Creek during sunrise. We see the amazement in her eyes, as she grabs her camera to capture carnival performers returning home after the previous night's DSF parade. From that second onwards, the line between dream and reality blurs. Voice talent October Moore delivers an emotional prosaic narrative, taking the audience on an intimate filmic journey. From an upside-down Burj Al Arab to a beach chair overlooking Sheikh Zayed Road, the film captures Dubai like it's never been seen before.

With less than 50 days to go, the world's event calendar is once again counting down to Dubai Shopping Festival, which in 2013 guarantees to be the backdrop to even more of life's unforgettable moments.