



Press release

The Hague, Wednesday 20 June 2018

## Next week ShoppingNight The Hague Fête de la Mer'!

*Next Friday, June 29th, the 12th edition of ShoppingNight The Hague will take place. The biggest shopping event of the Netherlands in the city center of The Hague. An evening filled with activities and entertainment with a French touch! A delightful evening out.*

**Almost every entrepreneur in the city center of The Hague will open their doors until midnight on Friday the 29<sup>th</sup> of June. Within and around the shops and restaurants there will special performances, street theatre, crazy activities, lots of free goodies and of course more than enough time to shop!**

### Shopping till midnight

Richard de Mos, the new alderman will officially open ShoppingNight 2018 at 17.00 on the Grote Marktstraat. Followed by a unique evening in The Hague City Center! Shopping will be possible until midnight, in and around the streets there will be surprising acts to see which have been organised in cooperation with the Cultuurschakel and the Iktoonfestival. Additionally, you can dine at different restaurants taking part in the event, so there is no need to go home! During ShoppingNight the Denneweg will transform into Saint-Tropez at its best; everywhere on the street (French) live music, like the 'Haagse' chansonband Tess et les Moutons, will be played under cosy colourful lights. A real French market can be found on the Grote Marktstraat where you can buy typical French products and in the Spuistraat and the surrounding streets you will find a crazy swimming band parade. Take your photo at the Volvo Ocean Race Klompjool which docked down specifically for ShoppingNight or catch your breath with your friends at the XXL Party at Sea beach chair that can be found in the Hoogstraat. A chocolate experience à la the movie Chocolat can be found in the Passage where chocolatier Hop & Stork will let you taste the most delicious chocolate, from chocolate strawberries to chocolate tattoos! There will also be plenty to experience for the men. Beards and moustaches can be taken care of at the mobile barber on the Denneweg and thirsty men can taste a summery beer at the zomerbier festival on the Grote Markt.

### Smashing maritime fashion shows

In the Grote Marktstraat five vintage Rolls-Royces are on display with models that present clothing designed by students of the fashion school of ROC Mondriaan. You can find the same models at the smashing fashion show in the Wagenstraat or the Passage. They will present their showpieces on the red or blue carpet. The shows will start every hour starting at 18.00.

### Activities, entertainment and free fashion advice

Every participating store will provide a very hospitable welcome in their store. Fabriq in the Venestraat, for example, has a personal shopper and free styling advice available and you can participate in a tea tasting at Inproc on the Denneweg. Stop by Shoeby for a 'beauty touch up' or drink a glass prosecco at BRAX on the Hoogstraat. You can dance on the Hoogstraat in front of Credo and the Plaats is the place to be for a cocktail. Tired feet? The free ShoppingNight transportation is

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the solution. Hop on at the beginning of the Grote Marktstraat, the Buitenhof or at the beginning of the Denneweg in one of the ShoppingNight cars and let yourself be taken across the City Center in a stylish way. You can't miss the red stop signs. During ShoppingNight many stores offer attractive discounts on their collections and free goodie bags and gift packages will be given away.

### **Plat du jour & French aperitifs**

Your evening starts on the Denneweg where you can order a French aperitif at various cafés. Several restaurants in City Center offer, especially for ShoppingNight, an attractively priced 'plat du jour' from 18:00 to 19:00. For example, a 'Surprise du Chef' including a drink at Bistro Deux la Place in the Maliestraat or enjoy a Black Angus steak at the Salon van Fagel on the Noordeinde. Don't wait too long to book a table!

### **Win Prizes!**

In the run-up to ShoppingNight there will be prizes given away almost daily through our Facebook page. For example, teashop Betjeman and Barton has given away a beautiful tea package to the value of € 75,- and another lucky Facebook follower won a French package from the store Dille and Kamille. There are still prizes given away, so check the ShoppingNight Facebook page to win even more great prizes!

### **Be well prepared**

Make the most of your ShoppingNight, make sure you are prepared. Check the website beforehand as the offers and promotions change every hour! Flat shoes, a bright mood and your ShoppingNight wish list will make your evening a success!

### **Einde Persbericht**

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#### **Noot voor de redactie/niet voor publicatie**

Voor meer informatie:

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Beeldmateriaal via <http://www.shoppingnight.nl/downloads/>

#### **Praktische informatie:**

Datum: vrijdag 29 juni 2018

Tijd: 17.00 - 00.00 uur

Entree: gratis

Locatie: Binnenstad Den Haag

#### **Online kanalen:**

Website: [www.shoppingnight.nl](http://www.shoppingnight.nl)

Facebook: [facebook.com/ShoppingNightDH](https://facebook.com/ShoppingNightDH)

Instagram: [instagram.com/ShoppingNightDH](https://instagram.com/ShoppingNightDH)

Twitter: [twitter.com/ShoppingNightDH](https://twitter.com/ShoppingNightDH)

Het thema van ShoppingNight 2018, Fête de la Mer (Feest aan Zee) sluit volledig aan bij de vieringen rondom het 200-jarig bestaan van Badplaats Scheveningen. In 2018 biedt Den Haag -Scheveningen haar bezoekers een zee aan festiviteiten. Met exposities in bijna alle Haagse musea, nieuwe festivals, voorstellingen, themaweken en grootse publiekstrekkingen zoals de Volvo Ocean Race.

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