



Press release

## **ShoppingNight 2018 Fête de la Mer', The Hague City Centre turns blue, white and red!**

*During the 12th edition of ShoppingNight, the biggest shopping event of the Netherlands, The Hague's City Centre will turn into typical French beach resorts where visitors can enjoy an evening full of entertainment, discounts and surprising activities.*

**Martinique, Saint-Tropez and of course Bretagne! On Friday the 29th of June The Hague's City Centre will turn blue, white and red, Viva la France! During ShoppingNight all the shops are open until midnight and shop owners are organising festive events, activities, free workshops and tastings in, and outside of their stores.**

### **A special night out in The Hague**

Besides shopping, this special evening gives you a great opportunity to explore the city and enjoy a great night out. On the Grote Marktstraat, (on this evening; Paris Plage), you can explore a typical French market with the sweet tunes of a vinyl DJ. Culture lovers can enjoy the beautiful acts from international street theatre company Theater Tol with their impressive 'Bike Parade'. On the Denneweg you can start your evening with a typical French 'aperitive' in one of the bars and restaurants. Later in the evening the Denneweg will turn into a street theatre experience with small musical performances such as the local band Tess et les Moutons who will enchant you with their French chansons. All of this in an intimate setting, under the trees and under little coloured lights! The entire city centre will be decorated in a French maritime style. A huge Eiffel tower will rise up in the Passage and you simply can't miss the giant deck chair on the Hoogstraat.

### **A warm welcome in all shops**

All participating shops will welcome their customers with a special French touch during the whole evening. Champagne, Prosecco, cocktails and snacks, you can expect it all! Join the French tasting at Dille & Kamille or collect free fashion/skin/make-up advice in many boutiques. At cosmetics shop Lush customers get the chance to make their own product. At Atelier Camp & Co you can have your own jewellery cleaned for only €1 each!

### **Sale and special discounts**

Many shops offer huge discounts and special offers for this special evening. Discounts even go up to 50% in certain shops! Receive free goodies and gift packages or test your luck with the wheel-of-fortune at Brax on the Hoogstraat. Or get 50% discount on your second suit at Suitable. This is only a small selection of all the offers and discounts during ShoppingNight. Check out [shoppingnight.nl](http://shoppingnight.nl) for the complete overview.

### **Plat du jour for only € 17,50**

Start your evening at one of the restaurants in the City Centre and have a 'plat du jour', dish of the day, for only € 17,50 including a drink. Restaurants that offer a plat du jour are Beergarden, Bleyenbergh, Frites Atelier, Pierre - Embassy of Wine, Walter Benedict and many more!

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### Stay in touch, and win fantastic prices!

Don't miss out on anything and follow ShoppingNight via social media to win great prizes such as a Shoeby fashion check, a Soap signature facial or an overnight stay in Hotel Novotel The Hague!

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)

### Einde Persbericht

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

Voor meer informatie:

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Beeldmateriaal via [www.shoppingnight.nl/downloads](http://www.shoppingnight.nl/downloads)

#### Over ShoppingNight

Tijdens ShoppingNight zijn de winkels in Binnenstad Den Haag geopend tot middernacht. De ondernemers bieden hun klanten een bijzondere avond aan met speciale acties, inspirerende workshops, swingende dj's, leuke events en aantrekkelijke kortingen. Maar de ShoppingNight is ook een speciale avond uit, waar de Haagse Binnenstad zich op haar best laat zien met alles op het gebied van winkelen, cultuur, eten en uitgaan.

#### 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**.

