



Press release

The Hague, Friday June 29 2018

Successful ShoppingNight 2018; “The ideal mix for the city centre visitor”

On Friday June 29 the 12th edition of ShoppingNight, the biggest shopping event of the Netherlands, took place in the city centre of The Hague. During this warm summer evening, this edition completely French, all visitors got treated to a complete night out in the city centre. Street theatre, a French market, fashion shows, chocolate tastings and French chansons made it a true ‘Fête de la Mer’ (party at sea), which was the theme for this years ShoppingNight.

A night out for the ‘demanding’ consumer

During ShoppingNight, that was opened by Richard de Mos the new alderman of the inner city, the entire city centre was open until midnight and the visitors got an exceptional warm welcome in the shops. Goodie bags, free samples, tastings, beauty and fashion advice and countless refreshments were given away. There was live music in the streets and several DJ’s played there tunes. A complete night out for modern shoppers. *“The expectations of the consumer are higher these days than a few years ago. Visitors are no longer satisfied with purely making a purchase, since they can do that from behind a laptop at home. The consumer wants to be pampered, receive personal attention and advice, which you don’t get ordering online, but you do when you physically go to a store. Longer opening hours, a good atmosphere in a well-kept city centre, is what the consumer is looking for these days. During ShoppingNight we are able to show what the city centre of The Hague has to offer; shopping, culture, nightlife, dining, hospitality and all that in a historic setting.”* Says Angelique Werner, director of Marketing Binnenstad Den Haag, the organisation organising for ShoppingNight.

The city centre at its best; a combination what the internet can’t offer

During the entire evening the city centre was at its best. Besides various entertainment in the shops and restaurants, there was plenty to experience on all the participating shopping streets. Visitors of the Grote Marktstraat were surprised by the beauty of the dancers of the Bike Parade, an act provided by the international dance company Theatre Tol, the five meter tall Eiffel tower in the Passage attracted a lot of attention, chocolatiers Hop & Stork shared their craft and the atmosphere on the Denneweg was incomparable. The Chanson band Tess et la Mountons performed under brightly coloured lights, a DJ played old school music and dancing took place at Wine bar Pierre to the music of the band City Lights. Additionally, the comfort of visitors was taken in consideration. The free shuttle service was a perfect solution for tired visitors, who were still able to visit every area in the city centre.

Seaside Celebrations fashion shows stole the show

In the Wagenstraat and the Passage there were 22 models who presented exclusive clothing designed by students of the School of Fashion from ROC Mondriaan. These models displayed their collections close to the old timers which were parked on the Grote Marktstraat. This extravagant clothing attracted a lot of attention all evening long.

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Sold out plat du jours

Various restaurants in the city centre served an attractively priced plat du jour between 6PM and 7PM, especially for ShoppingNight. *"We ate delicious mussels at Bleyenbergh and we were back in time to be able to shop, a plat du jour like that, they should do that more often."* Said an enthusiastic ShoppingNight visitor.

ShoppingNight 2019

Next year, the ShoppingNight will take place on Friday, June 28th, and the City Center of the Hague will once again present a surprising program for its shoppers.

Einde Persbericht

Noot voor de redactie/niet voor publicatie

Voor meer informatie:

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

Over ShoppingNight

Tijdens ShoppingNight waren de winkels in Binnenstad Den Haag geopend tot middernacht. De ondernemers boden 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

Facebook: facebook.com/ShoppingNightDH

Instagram: instagram.com/ShoppingNightDH

Twitter: twitter.com/ShoppingNightDH

Het thema van ShoppingNight 2018, Fête de la Mer ([Feest aan Zee](#)) sloot 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](#).

