



## PRESS RELEASE

The Hague - Monday the 24<sup>th</sup> of June 2019

### **This Friday ShoppingNight The Hague ‘Uptown Funk’!**

*This Friday, the 28<sup>th</sup> of June, will be all about the 13<sup>th</sup> edition of ShoppingNight, the largest shopping event in the Netherlands held at the very heart of the city of The Hague. Those who love fashion and shopping have been looking forward to this funky night for months. The programme is brimming with initiatives, entertainment, music and disco(unts)! This year we have teamed up with Parkpop Downtown for those who might care for a disco dance after ShoppingNight.*

**From lots of free goodies, live performances and fashion shows on a catwalk to roller skating fun, taste challenges and no-sweat sports clinics: ShoppingNight The Hague 2019 invites you to a great night in The Hague’s Downtown.**

#### **Party in T.H.E. H.A.G.U.E.**

ShoppingNight 2019 will be officially opened by the city’s alderman Saskia Bruines at 5pm on Grote Marktstraat. Then, *the* shopping event in The Hague’s Downtown may *finally* take off. While bargain hunting, enjoy festive and musical entertainment all night long at the very heart of the city. Take your picture perfect at De Passage inside a life-size retro photo studio brimming with impressive props. Instantly share your snapshot on social media. After 21:00, join the roller skating community called Quad Sk8 and learn the most interesting moves on roller skates. Let’s get groovy!

#### **Enjoy 13 fashion shows on a catwalk!**

Grote Marktstraat – transferred into a Bombastic Boulevard on ShoppingNight – is the place to be for fashion and music lovers. From 5pm to midnight, enjoy watching as many as 13 fashion shows by Hudson’s Bay, Wellensteyn, ROC Mondriaan School for Fashion and The Hague Fashion Week, alternated with live performances and acts by Club Hopping Den Haag and Parkpop Downtown with I Am Aisha, Asezina and S10 among others. Omroep West host Nicolette Krul will be covering ShoppingNight all night long from the swirling fashion boulevard. Pay attention, because she might have interesting prizes to give away.

This year, pretty much all entrepreneurs based in the city centre will keep their doors open until midnight. Shop until 00:00 sharp and claim your advantage with the popular ShoppingNight formula: the later in the evening, the more discount you get. This night, each participating store will ensure a most hospitable welcome. Expect snacks or drinks at FALKE, Iittala, Ici Paris XL, Clarks, Calaxis, Jeans Centre, Nelson, Pandora and Riverwoods. Get your feet off the floor on Hoogstraat in front of the high-end men’s fashion store Credo and then go for a hamburger freshly made at Dungenmann-Piaggio just opposite the street. Wanna do something good? Lush will be organising a Charity Pot party, dedicating the entire receipts to a charity. Nice...

#### **Get really prepared**

Those wanting to enjoy ShoppingNight to the fullest, should get *really* prepared. But whatever you do, don’t forget to put on your dancing shoes and pre-visit the website because offers and initiatives can change every hour. On ShoppingNight, visit the prevention police bus (on Grote Marktstraat near Rootz). Beware of ShoppingNight visitors interested in your wallet rather than the discounts the night has to offer.



### **Win prizes...**

Ahead of ShoppingNight, lovely prizes are given away pretty much every day on Facebook and Instagram. For instance, Junior SR gave away an elegant tie worth € 79.95 and a lucky Facebook follower got free tickets to Parkpop Saturday Night. More prizes are still yours to claim, so visit ShoppingNight's Facebook page as soon as you can to try your luck.

END OF PRESS RELEASE

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### **NOTE TO EDITORS / NOT TO BE PUBLISHED**

For more information, other visual material and interview requests:

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### **About Marketing Haagse Binnenstad**

**Marketing Haagse Binnenstad** is an independent public-private marketing organisation, dedicated to local and regional consumers in terms of marketing, promotion and events for The Hague's Downtown. In 2006, Marketing Haagse Binnenstad organised the very first ShoppingNight in the Netherlands. Marketing Haagse Binnenstad is also the link between stakeholders in the city centre and numerous activities/developments taking place in it.

### **Practical information about ShoppingNight 2019:**

Date: Friday 28 June 2019 Time: 5pm – midnight Admission: free Location: The Hague's Downtown.

**Online channels:** 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)

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