

PRESS RELEASE

The Hague's ShoppingNight Programme is here...

Binnenstad Den Haag is getting ready for The Hague's ShoppingNight called 'Free your mind' on Saturday 27 May with performances by BRASSA, The Legendairs, Celebrating Amy and Radio Barkas among others, with the Chinatown Food Court and a lot of fashion shows and sustainable fashion initiatives.

After four years of absence, the largest shopping event in the Netherlands is back in town. With the theme Free your mind, the city centre will be rolling out its red carpet on Saturday 27 May from 1 to 10 p.m. for all shopaholics with spectacular offers, acts, fashion shows, music, food and drinks. The Hague's mayor, Jan van Zanen, will officially open the ShoppingNight on the catwalk in de Grote Marktstraat at . p.m.

A lot of fashion

What could be better than watching the summer collections of the various stores presented on a catwalk? ShoppingNight's models will present clothing and accessories from e.g. the Bijenkorf, HEMA, Decathlon, Coats, C&A and Paprika on the catwalk of Grote Marktstraat (starting at 2 p.m.) The shows include musical performances and special acts like [IMBOS](#), to be held in the evening during Sniester and the all-female band [BRASSA](#). This seven-piece band makes music using trumpets, saxophones, percussion and drums. Spectacular fashion shows are also presented on Hoogstraat. From 1 p.m. the latest collections from Credo, Mody Mary, Summum and Mr. Marvis can be watched.

Have a taste of Chinatown at the Chinatown Food Court

At the parking lot behind the Bijenkorf department store, you can taste the best food Chinatown has to offer. At dozens of stalls, you can order tasty Asian snacks and drinks. The youngest visitors are welcome to let loose on the bouncy castle. Chinatown obviously treats visitors to the traditional dragon dance, performed at 3:30 and 5:30 p.m.

Take a 'mind-blowing' picture with friends inside the Passage

No pose is impossible. At the heart of the Passage, visitors are captured at their craziest from 1 to 6 p.m. Inside the mind-blowing photobooth, a camera hangs in the air that captures everything from a bird's eye view. By posing in reclining position, you can do the most incredible tricks. Go for beautiful shots for your Insta!

Dancing in the street

Visitors to the city centre will also come across special acts everywhere in the shopping streets. At Radio Barkas, you can choose your own record and the 10-piece Caribbean Brassband The Legendairs is a must-see.

Anything for an adventurous outdoor life!

The Decathlon Experience Zone invites you to experience adventure and outdoor living. Here, visitors are more than welcome to try out countless camping accessories. From kayaks, tents and the latest outdoor gadgets, from waterproof jackets and hiking boots to fashionable hats and sunglasses. You will immediately picture yourself on the hiking trails or climbing a mountain in these cool outfits! One man's band [Dead Cat Stimpj](#) will be performing at 4 p.m. Expect an energetic raw voice, but also nice fingerpicking and slide guitar music, allowing visitors to unwind. Makers Unite will also be present to fix your broken clothing and/or accessories under the sewing machine!

Sustainable initiatives, promotions, special offers and workshops

Numerous sustainable initiatives by participating stores can be found on the ShoppingNight website. There can be no ShoppingNight without special offers. For example, LUSH will be distributing free samples, giving personal hair and skin advice at the same time, and you can attend a workshop called "Making your own bubbly ball or foam block" for free. Discounts are a matter of course. During ShoppingNight, expect a welcome discount of no less than 125 euros on the Jura Jewellery collection, or spin your own discount on the wheel of fortune at Nelson shoe store. The website contains an overview of all promotions offered by participating stores. In addition, like every year, it rains fantastic prizes on social media, so stay tuned to Facebook and Instagram!

ShoppingNight 2023: Date: Saturday 27 May Time: 1 - 10 p.m. Admission: free Location: The Hague City Centre

With a city completely dedicated to Escher, a relevant theme is a must. Escher started his career painting landscapes, 'landscapes' that eventually evolved into 'mindscapes'. He let his imagination run wild. This led to the theme 'Free your mind'. Fashion, lifestyle and also culinary gems can all be found in the city centre during the ShoppingNight on 27 May.

END OF PRESS RELEASE

Note to editors/not to be published:

For more information, visual materials and interviews:

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Marketing Haagse Binnenstad is a public-private organisation dedicated to promoting and enlivening The Hague city centre by (co)-organising interesting activities, welcoming initiatives and events. In 2006, Marketing Haagse Binnenstad organised the very first ShoppingNight of the Netherlands.

Online channels: Website: www.shoppingnight.nl Facebook: facebook.com/ShoppingNightDH Instagram: instagram.com/ShoppingNightDH