

Istanbul Shopping Fest



About ISF

Istanbul Shopping Fest (ISF) is an annual festival that will enable İstanbul to become the shopping, culture and entertainment center of the world, realized under the auspices of **Republic of Turkey Ministry of Culture and Tourism and Governorship of İstanbul**, with the support of **İstanbul Metropolitan Municipality** and **Turkish Exporters Assembly (TİM)**; and coordinated by **Council of Shopping Centers (AYD)**, **Trade Council of Shopping Centers & Retailers (AMPD)** and **United Brands Association (BMD)**.

This massive organization, which will take place between **June 09 and June 29** will be revealing all the lively colors of İstanbul through joyous occasions, history, delight and entertainment.

İstanbul Shopping Fest will be hosting thousands of visitors from all around the world. Aside from the opening and closing events, there are many activities planned at shopping malls and stores, which will stay open till late hours. The festival's glamorous spirit will take over shopping malls as well as the high streets of İstanbul; Abdi İpekçi, İstiklal and Bağdat Streets. The entertainment will continue for 40 days with street festivals, concerts, shows, games for kids, parties, contests and fashion shows. The opportunities are not limited to these as those in İstanbul during the festival have the chance to shop from the newest collections at discounted prices. On top of that, during long shopping nights, it will be possible to shop till 02.00am and enjoy İstanbul at its most fabulous self.

With surprise sweepstakes and contents via text messages to win gifts, the organization will make shopping more exciting than ever for both local and foreign shoppers. For tourists the excitement is doubled as they will have the privilege of tax-free shopping up to 30%, hence making İstanbul more and more appealing.

Don't forget to follow the event schedule for special opportunities and entertaining activities.

<http://www.istanbulshoppingfest.org>

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www.istshopfest.org
