

Qatar Airways is proud to sponsor the fourth edition of Shop Qatar

By **Hibah Noor** on January, 10 2020 | Retailers



Running until the end of January, the 2020 edition of the festival will feature fashion shows, beauty masterclasses and a variety of entertainment

Taking place in multiple shopping centers across Doha until the last day of January, Qatar Airways is the official airline partner and proud sponsor of the fourth edition of the Shop Qatar festival. Held on January 7 at Barahat Msheireb, its official launch showcased fashion shows and entertainment events. The kick-off treated guests to a fashion show by Qatar's Hind Al Rumaihi and Faith Connexion, a French fashion collective. Closing the evening, a Chinese lion show served as a prelude to the weeklong (and first-ever) Chinese New Year celebrations.

His Excellency, Mr. Akbar Al Baker, Chief Executive & Secretary General of QNTC, Qatar Airways Group, comments: "As the national carrier of the State of Qatar, we are proud and committed to continuing to promote Doha as a stopover destination, and Shop Qatar is the first in a line-up of great events that will be happening in 2020.

As the Official Airline sponsor, Qatar Airways is offering international guests special offers to Doha as a part of the Shop Qatar festival. These offers will include special airfares from select destinations, stopover and travel packages by Discover Qatar and Qatar Airways Holidays, all of which will help further boost visitor numbers.

We are thankful to the Ministry of Interior who has agreed to fast track visa applications within 24 hours for anyone identifying Shop Qatar as the reason for their visit to Doha. This is in addition to the 80 countries who already enjoy visa-free access to Qatar, ensuring that we are able to welcome as many visitors to our nation as possible."

Shop Qatar will showcase the work of local, regional and international designers, with a series of fashion shows and beauty masterclasses with celebrity artists and influencers. The celebrations will end with Chinese New Year festivities. There will also be an array of mall activations, children's entertainment shows and a host of live music concerts.

Following Shop Qatar is an exciting program of events in 2020, including Doha Jewellery and Watches Exhibition (February 24 - 29), Qatar International Food Festival (March 24 - April 2) and Doha Design Week (March 18 - 28).