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PLACE VENDÔME ANNOUNCES THE RETURN OF ITS RECORD-BREAKING 24-HOUR SALE



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A Non-Stop Shopping Phenomenon from 10PM 27 November to 11:59 PM on 28 November 2025

Doha, Qatar – November 24th, 2025: [Place Vendôme](#), Qatar's premier luxury shopping,

lifestyle, and entertainment destination, is thrilled to announce the return of its iconic **24-Hour Sale**, a non-stop, night to day shopping celebration beginning **at 10PM on Thursday 27th**

November, and continuing until 11:59PM on Friday evening.

Now in its third edition, the **24-Hour Sale** has become one of the most eagerly anticipated moments in the national retail calendar, drawing thousands of visitors and delivering record-breaking footfall year-after-year. The event has evolved into a defining pillar of **Place Vendôme**'s retail strategy, one that turns the entire mall into a vibrant, immersive, high-energy experience for shoppers of all ages.

This is the moment shoppers wait for all year, and **Place Vendôme** has raised the bar once again. Shoppers can look forward to massive deals and exclusive offers across its stores, spanning luxury, fashion, beauty, lifestyle, electronics, and many more. From 9PM spectators can experience a fireworks extravaganza to mark the sale's start at 10PM. Then, the mall will transform into a continuous celebration, where visitors who spend QAR 300 have a chance to win exquisite prizes every hour, triple QNB life rewards, and the grand prize of two MINI Countryman.

Throughout the 24-hours, **Place Vendôme** will be alive with performances, roaming acts, and family-friendly entertainment, ensuring the festive atmosphere never slows down. Dining outlets will extend the experience even further, offering late-night menus, special promotions, and indulgent treats to keep energy levels high. With every corner of the mall activated, guests can shop, dine, and explore in a setting built to deliver wonder at every turn.

Carole Sabbagh, Mall Manager at Place Vendôme, comments: “Place Vendôme’s 24-Hour Sale reflects our commitment to creating transformative retail experiences that bring the community together. Over the past two years, it has reshaped Qatar’s shopping landscape and is growing into a key regional attraction. This year, we remain focused on delivering a seamless, dynamic, and elevated experience that inspires visitors, supports our tenants, and sets new retail benchmarks.”

Sanjay Mehta, Group Director – Marketing at Place Vendôme, adds: “The 24-Hour Sale has become one of our most anticipated signature events, and each year we witness the incredible excitement it sparks. From queues forming to the palpable buzz that lasts until the clocks chime midnight, the atmosphere is unmatched. This year, we’ve elevated the experience even further with a bigger and better firework display, 20-80% off promotions, more entertainment, and our strongest marketing campaign yet. Everything has been designed to give shoppers more reasons to celebrate, explore, and enjoy every moment with us.”

With thousands of visitors each year and a world-class mix of global brands, entertainment, dining and leisure, **Place Vendôme** has solidified itself as a regional landmark. The **24-Hour Sale** further strengthens its position as the GCC’s must-visit shopping event, attracting shoppers from across Qatar, Saudi Arabia, Bahrain, Kuwait, and beyond.

From luxury icons to high-street favourites, family entertainment to all-night dining, the entire mall comes alive like never before. **Place Vendôme** is working closely with its retailers to ensure unbeatable offers, beautifully curated experiences, and 24-straight hours of excitement.

Shoppers are encouraged to arrive early, plan their wish lists, and get ready to experience a retail marathon like no other!