

**FASHION**

## Dublin fest expected to raise €40m

ORGANISERS of Dublin Fashion Festival said it is expected to encourage sales of around €40million this weekend.

Dublin City Business Improvement District boss Richard Guiney estimated that there will be a million and a half people in the city over the four days of the event.

He said things were picking up, and there had been an increase in footfall at city centre stores.

The festival, which started on Thursday, runs until Sunday.

