



Pursuits  
Middle East

## Dubai Hotel Bets on Booze and DJs, and More Middle East Luxury News

A new hotel and members club is coming to Tel Aviv, better DJs are coming to Dubai and there are signs of life on the World Islands.



The Five Palm Jumeirah hotel, known for its beach-clubbing atmosphere, is now linked to Ibiza's Pacha artists. *Source: Five*

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Pursuits  
Looking Ahead

## 12 Stunning New Hotels in the Middle East That Demand a Visit

Whether they are shaped like superyachts, filled with giant jellyfish tanks or merely the tallest in the world, these will be the most interesting new hotels in the region.



The Jumeirah Marsa Al Arab, shaped to resemble a superyacht, on the right, is coming from the Jumeirah Group, the hotelier behind the storied Burj Al Arab, on the left, in Dubai.

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# FIVE Palm Jumeirah, l'hôtel le plus branché de Dubaï !

**Sabah Kaddouri**  
Chef de rubrique Luxe / Lifestyle Web & Print - Rubriques Business, Entrepreneurs, Tech, Luxe, Lifestyle, Femme@Forbes

04 juin 2022  




© FIVE

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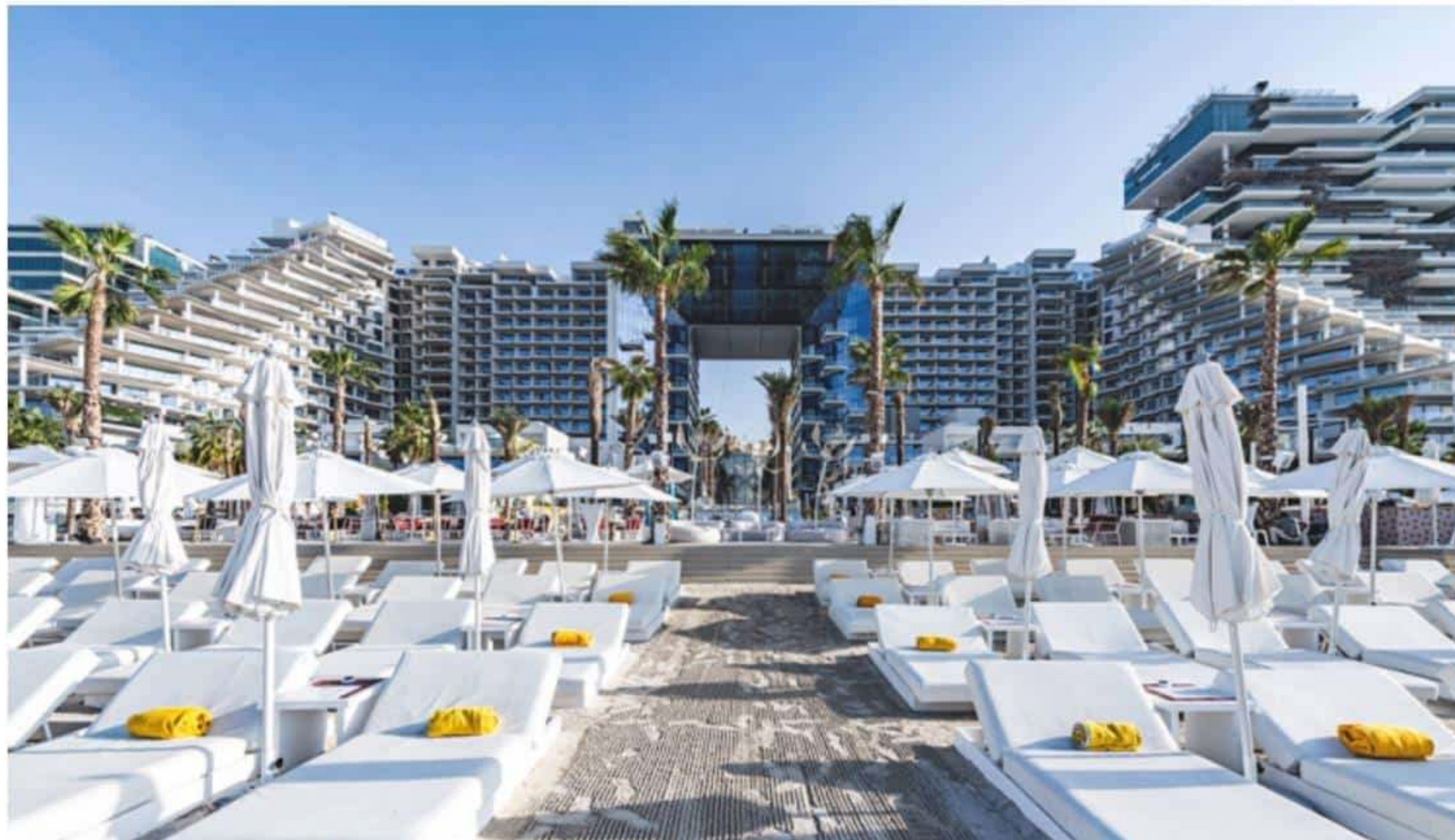
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CULTURE ——— JANUARY 20, 2023

# *Vogue* Reviews: FIVE Palm Jumeirah, Dubai

by VOGUE ARABIA



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**Traveller**

THE LATEST DESTINATIONS HOTELS & HOMESTAYS FOOD & DRINK PEOPLE & CULTURE MINDFUL TRAVEL MORE ▾

HOTELS & HOMESTAYS

# The best hotels in Dubai

*Home to some of the best hotels in the world, these addresses get our pick for being the cream of the crop.*



**FIVE Palm Jumeirah**

[VIEW ARTICLE](#)





Five Palm's Dubai's private villas look directly onto West Beach Five Palm

## 10. Beach Villas, **Five Palm Jumeirah**

A brand synonymous with a jet-set, party-hard mode of living, Five's ethos is unashamedly focused on helping guests enjoy life to the max. Its pool parties and beach festivals have a global following, and there isn't a day that goes by when supercars aren't queued up outside. This is not a hotel for getting away from it all, this is where you go to let loose. One of the first hotels to open on the promenade of West Beach (Dubai's answer to Miami Beach), Five's four beach villas come complete with private pools and sit directly on the walk with easy access to the sand and the myriad culinary concepts, cafes and beach clubs that line it. Not discreetly

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TRAVEL & EXPERIENCE

## Dalla Marina alla Palma, le esperienze della nuova Dubai

by PENELOPE VAOLINI 13 Dicembre 2024



*Nel territorio dell'ambitissima Palm Jumeirah si trova il cuore dell'intrattenimento di Dubai, con hotel di lusso, ristoranti e club imperdibili per chi ricerca il divertimento in città.*

Quando in Italia le temperature scendono e l'inverno bussa alla porta, a Dubai inizia la **stagione della villeggiatura**. Il caldo torrido dell'estate e dei primi mesi autunnali lascia spazio a temperature più fresche, scandite dalle brezze che arrivano dal mare e invitano i *local* e i turisti a vivere di nuovo gli spazi all'aperto. Da novembre fino a marzo è possibile godersi la città che torna a ruggire in *outdoor* con i suoi **party a bordo piscina**, le serate con i migliori dj e i ristoranti che riempiono le ampie terrazze, aprendo la vista allo **skyline** e alle placide acque del golfo.

POST RECENTI



Da Mercedes a Rolls-Royce: all'asta oltre 100 auto d'epoca



Venduta la mega villa di Michael Jordan a Chicago



14 gioielli da regalare a Natale delle Maison più prestigiose



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## 52 Best Staycations in The UAE

### Best Staycations in Dubai

#### **FIVE Palm Jumeirah Hotel**

FIVE Palm Jumeirah offers a unique and daring experience that embodies the lavishness and energy of Dubai. With a stunning backdrop of 150 meters of private beach, the Beach by FIVE, and the iconic Dubai Marina skyline, this lifestyle hotel provides 470 lavish rooms and suites that offer views of the ocean or the city. This resort is a mecca for culinary delights and socialising, with an array of restaurants, bars, and a nightclub that allow for new experiences every day.



*Image courtesy of Instagram: @fivepalmjumeirah*

*Location: Palm Jumeirah. For more information call 04 455 9999 or visit [palmjumeirah.fivehotelsandresorts.com](http://palmjumeirah.fivehotelsandresorts.com)*

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### La Dubai per Millennial

Andare al caldo senza andare dall'altra parte del mondo? Ecco perché **Dubai** è sempre tanto amata dagli Italiani. Per il mare, il caldo e perché c'è sempre qualcosa di nuovo da vedere o da provare. FIVE Hotels and Resorts è uno dei principali punti di riferimento per i Millennials, che cercano hotel che all'ospitalità sappiano affiancare anche esperienze musicali e gastronomiche. Il FIVE Jumeirah Village ha 269 piscine e vasche idromassaggio, per questa primavera ha pensato a un'offerta esclusiva Staycation: PAY 3 STAY 4 / PAY 6 STAY 8, prenotabile solo dal sito della struttura.

<https://palmjumeirah.fivehotelsandresorts.com/>

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Style ▾ Grooming ▾ Culture ▾ Wealth & Careers Sex & Relationships Win More ▾ [in](#) [X](#) [f](#) [@](#) [v](#) [d](#)

## FIVE Palm Jumeirah: an oasis of luxury in the heart of Dubai

[Shannon Manuel](#) | February 16, 2024



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## FIVE Palm Jumeirah



Dubbed the hottest hotel on Palm Jumeirah, this option may be more suited for those looking to celebrate the holidays in a slightly more rambunctious fashion rather than watching *Home Alone* with the family. If you've left your icy homeland and want to get a tan, cut some shapes on the dancefloor, and meet some festive hotties, then FIVE is the place. [Click here to book](#)

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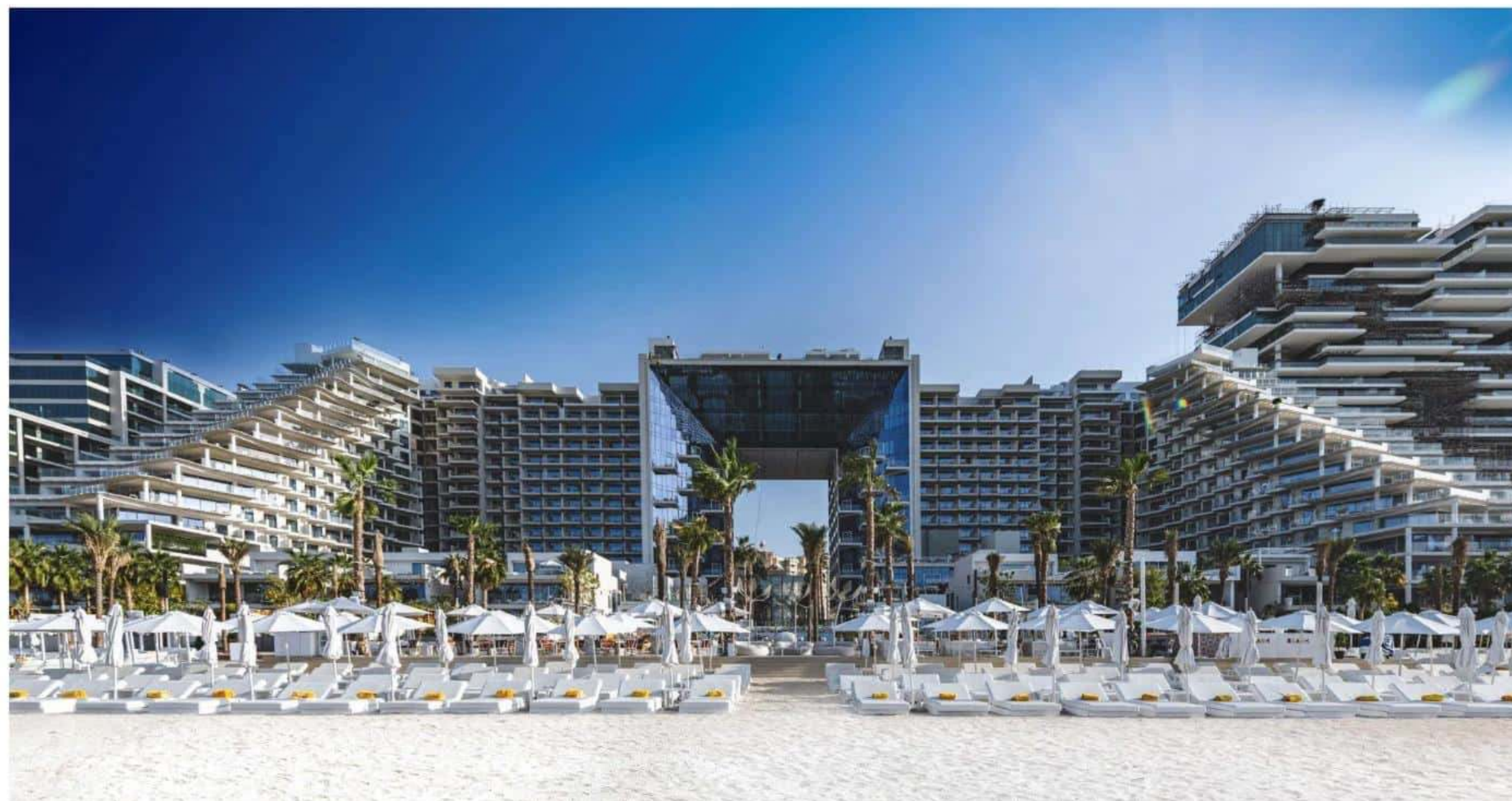


L'OFFICIEL

# FIVE Palm Jumeirah, las mejores vistas de Dubai

Situado en la base de la palmera más famosa del mundo encontramos el FIVE Palm Jumeirah Hotel

20.05.2023 por Atenea Martínez



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TRAVEL ⌚ 3 minutes 📅 29 NOVEMBER 2024

## The 6 Best MICHELIN Guide Beach Resorts in Dubai

Soak up the sun and sea at beach resorts that offer distinctive experiences for every traveller.

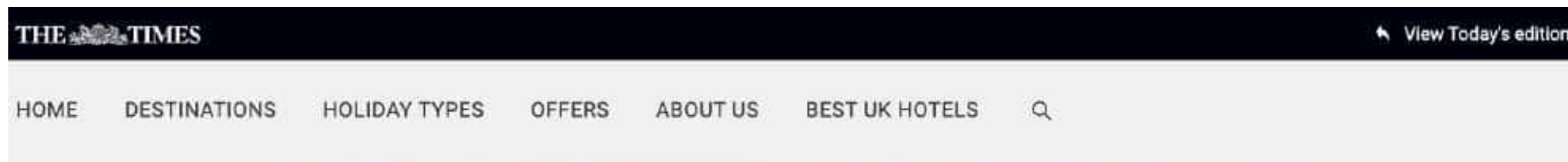


Guests will have the chance to enjoy two beach types at FIVE Palm Jumeirah. Photo credit: FIVE Palm Jumeirah.

### 6. Five Palm Jumeirah

Five Palm Jumeirah claims it is "Dubai's most glam beach resort" and for good reason. The resort combines cutting-edge design with luxury and a vibrant social atmosphere, making it one of the city's most sought-after destinations.





FIVE Palm Jumeirah

### 3. FIVE Palm Jumeirah, Palm Jumeirah

#### **Best for party people**

Its reputation as a party palace precedes it and FIVE Palm Jumeirah is a stalwart on the international celebrity and influencer circuit. Its four-bed duplex suite is worthy of a rock star, with four double bedrooms — three with en suites — and interiors that are more refined than the thumping bass from outside might suggest, with brushed bronze metalwork, ornate cocktail cabinets and marble floors. The floor-to-ceiling windows frame the sweeping views over Dubai Marina, while an expansive private terrace houses a private pool, outdoor rain shower and Jacuzzi, meaning the party never has to stop.

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## 5 BEST CITIES THE CELEBRATE THE NEW YEAR

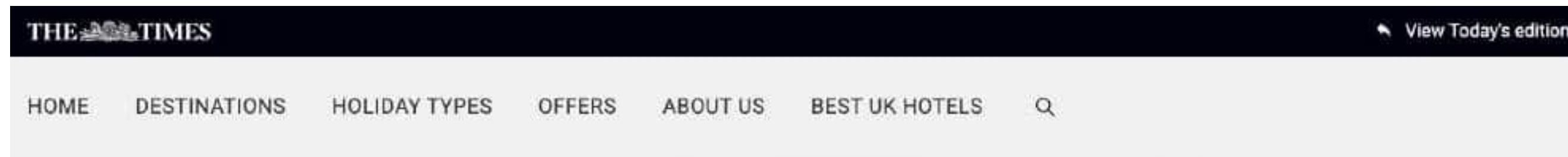
*Where to go for New Year's Eve? Here are 5 cities around the world, each with a uniqueness that makes it special. Choose yours.*



*Where to go for New Year's Eve? Or just to celebrate any special occasion?* Here are 5 very different cities across Europe, Asia, the Middle East, and America.

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FIVE Palm Jumeirah

## 6. FIVE Palm Jumeirah, Palm Jumeirah

### **Best for** hedonism

In theory, FIVE Palm Jumeirah welcomes families, but you'd be hard-pressed to find a more adult-centric hotel in Dubai. If you're planning on staying here, leave the kids at home. FIVE is all about partying and preening around the pool, and its entire raison d'être seems to be to see and be seen. If you're in search of a moment of calm away from the general mêlée, music and beach parties, head to the spa. The focus here is on treatments that make you not only feel good, but look good while you pose. There are tweakments like micro-blading, semi-permanent eyeliner and lip blush, and a treatment targeted at bikini-wearers — the Hollywood Peach. A combination of scrub, massage, cupping and wrap, it is designed to create a sleek silhouette for all that time you'll spend taking selfies.

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**REVIEW**

Travel > Beach holidays

## **DUB-HAI** Inside the A-Lister's Dubai holiday – what it's like in one of the desert city's top hotels loved by Ronaldo

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## Party like an A-lister! Inside Dubai's luxurious Five Palm Jumeirah hotel where world-class DJs including Charlie Sloth and Joel Corry perform

By CODIE BULLEN FOR MAILONLINE  
 PUBLISHED: 16:57 GMT, 30 December 2023 | UPDATED: 00:00 GMT, 31 December 2023

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In recent years, **Dubai** has become the hottest location for luxurious party holidays.

Celebrities, including **Cristiano Ronaldo**, **Victoria Beckham** and Connor McGregor, flock all year round to United Arab Emirates for a dose of sunshine.

And one location in particular that has caught A-list attention is the lavish Five Palm Jumeirah hotel.

With 13 bars and restaurants, breathtaking views, a world class beach club and nightclub - it is no surprise why partygoers are checking in.

Music is at the heart of the brand and within the hotel, with international DJs like Charlie Sloth and Joel Corry travelling to perform at the venue.



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## 10 all-inclusive hotels in Dubai, Abu Dhabi and Ras al Khaimah

*If you're looking for a trip where you know exactly what you're getting, all-inclusive is the way to go*



Five Palm

HOTEL

### Five Palm Jumeirah →

Five Palm Jumeirah makes noise for all the right reasons, and its year-round all-inclusive deal is something else to shout about. A favoured hangout for the party crowd, revellers get unlimited access to beach parties, DJ sets and free-flowing drinks, plus three meals a day from a choice of six restaurants, including modern Chinese spot Maiden Shanghai and Mediterranean restaurant, Cinque. Located on the trunk of Palm Jumeirah and just steps away from buzzing Palm West Beach, the lively hotel blends skyline views and boardwalk bustle with a host of to-be-seen-at events.

**Price:** From \$500 per night

**Address:** Five Palm Jumeirah, Palm Jumeirah, Dubai

[VIEW ARTICLE](#)



## 36 of The Very Best Pool Days in Dubai | Bazaar's Luxe List

BY Natasha Faruque, Laura Kell And Abigail Thakadu / September 2, 2024

### Beach by FIVE, FIVE Palm Jumeirah



A stunning glass-lined pool, a diverse menu inspired by Spain, Greece, Turkey, and the Levant, along with a long stretch of golden sand and sea make Beach by FIVE at Palm Jumeirah an excellent pool day destination for the young at heart. Music lovers will be delighted to know this destination has a history of hosting some of the best DJs from around the world.

*Pool day pass prices start at Dhs200 for ladies. Location : No. 1 Palm , Dubai. For reservations call +971 4455 9989 or visit [palmjumeirah.fivehotelsandresorts.com](https://palmjumeirah.fivehotelsandresorts.com).*

VIEW ARTICLE



## Best beach clubs in Dubai

### Beach by FIVE



*Via Instagram @beachbyfive*

At Beach by FIVE, enjoy its luxe pool, sun loungers, cabanas, jacuzzis, and a private beach located in The Palm Jumeirah. This spot is known for hosting the coolest pool parties with the best of international cuisine so make sure you don't miss out on the offers.

Price: Starting from *Dhs 150* for the ladies and *Dhs 300* for the gents, all fully redeemable in food and drinks.

For reservations or further information, call +971 04 455 9999 or visit their website [here](#).

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FOOD+DRINK. INSPIRATION. UAE

## The Complete Guide To Palm West Beach: The Best Beach Clubs, Bars And Restaurants

*The best places to dine, drink and enjoy on Palm West Beach, one of Dubai's newest drinking, dining and leisure destinations*

ISABELLA SULLIVAN

22 FEBRUARY 2024



### Beach By FIVE

Beach by FIVE belongs to the famed FIVE Palm Jumeirah hotel, and is the place to go for a guaranteed good time (complete with music and a high-octane atmosphere). Spanning 150 metres of pristine private beach, Five Beach boasts double-width sun loungers for ultimate relaxation, cabanas for a VIP experience and a glass-walled swimming pool and jacuzzis lit by a super-sized chandelier. It's got a more laid-back – but still pretty lively – vibe during the week, that picks up on weekends with a regular rotation of events, kicking off with a ladies' day on Thursday, followed by a [beach festival](#) on Fridays during the cooler months.

[fivehotelsandresorts.com](https://fivehotelsandresorts.com)

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## WHAT'S ON

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SIGN UP UAE

## 28 Dubai pool and beach passes that are all fully redeemable

### Beach by FIVE



Soak up the sun at Beach by FIVE, where an 150-metre private beach awaits for a day of tan topping. Snag yourself a double-width lounger, dip between the sea and the glass-lined pool, and soak up the sun. From Monday to Wednesday it's Dhs100 for ladies, and Dhs200 gents, fully redeemable. While from Thursday to Sunday, expect to pay Dhs200 ladies and Dhs300 gents, all of which you'll get back to redeem on food and drink.

*Beach by FIVE, FIVE Palm Jumeirah, daily 9am to sunset. Tel: (0)4 455 9989. [@beachbyfive](#)*

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## Here's Why You Should Visit This Bohemian Beach Club

By [Anika Eliz Baby](#)



You've been looking for a space that can do both: serene peace by day and party animal by night... we gotchuuu.

The hottest new beach club has just been added to FIVE Palm Jumeirah... **Bohemia Beach Club** is redefining luxury and lifestyle in the heart of the city

[VIEW ARTICLE](#)



# DUBAINIGHT

Dine. Drink. Dance.

## BOHEMIA CHILL X ANTDOT at Bohemia Beach Club



Sundays are for melodic beats at Bohemia Beach Club, FIVE Palm Jumeirah! Gather your friends, sip on refreshing rosé, and prepare for a Sunday filled with deep grooves and infectious energy! This week, the sensational talent taking Brazil's electronic music scene by storm, Antdot takes over the booth. Known for his captivating tracks like "Corpo e Canção" and "Jolie Fille," Antdot expertly blends deep, atmospheric sounds with Latin house rhythms and melodic beats. He's graced the stages of major festivals such as Rock in Rio and Tomorrowland Belgium, and now he's bringing his unique sound to Bohemia Beach Club.

*When:* Sunday, 3rd November, from 11AM onwards

*Where:* Bohemia Beach Club, No. 1 - The Palm Jumeirah, Dubai

[More information](#)

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## Review: Bohemia at FIVE Palm Jumeirah

By [Blanche D'mello](#) | December 9, 2024

This bohemian-themed beach club is where beachside glamour meets a party that doesn't stop. The interiors are infused with a boho-chic vibe, featuring plush seating that pairs perfectly with sweeping views of Ain Dubai and Palm West Beach. The striking infinity glass pool stretches out before you, inviting a refreshing dip while you take in the scenery. And the jacuzzi? A perfect spot to soak up the fun, with the city skyline as your backdrop.



When we visited, the renowned Jan Blomqvist was on the decks, delivering beats that struck the perfect balance between laid-back and energising. Whether lounging by the pool, enjoying sunset drinks, or dancing into the night, this venue offers exactly what you're looking for – and you'll likely wonder why you ever left.

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**Midnight: Party at The Penthouse**

Finish your visit to Dubai by going clubbing in the sky at The Penthouse, Dubai's award-winning Japanese rooftop bar, lounge, and nightclub. This chic rooftop bar at Palm Jumeirah offers a stunning view of the city's skyline. Whether you're in the mood for dancing, fine dining, music or simply soaking in the city's glamorous atmosphere, the Penthouse has something for everyone. No wonder, then, it makes for the apt finale for a 48-hour sojourn in the megacity.

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VOGUE

FASHION

BEAUTY

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RUNWAY

CULTURE — AUGUST 11, 2023

## 6 Exciting Brunch Experiences to Check Out in Dubai This Weekend

by SALEHA NOOR and THANAAZ HISHAM

There is nothing quite like brunch on a weekend and Dubai is the perfect city for such indulgence. So gather your friends or family and discover some of the most tantalizing offers in the city, from a poolside extravaganza to nostalgic Italian fare.

### Maiden Shanghai

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## 9 amazing rooftop bars in Dubai hotels

Featuring everything from creative cocktails to live music to panoramic views



Prioritise sundowners here at The Penthouse – its open-air terrace treats patrons to sparkling Dubai Marina and Palm Jumeirah views | CREDIT: PanoMedia Dubai

### The Penthouse, FIVE Palm Jumeirah

Celebrities and influencers flock to this Palm Jumeirah party palace – and the impressively long pool is a peacock alley on weekends. Beyond the parties though there are elegantly styled rooms (overlooking the beach with its daily pageant of posh yachts sailing by), good menus and a stunning rooftop bar. Prioritise sundowners here at The Penthouse – its open-air terrace treats patrons to sparkling Dubai Marina and Palm Jumeirah views. It comprises two parts; the City View Lounge Terrace (for the day club and pools) and the Marina View Bar Terrace. A roster of promotions, from ladies' night drinks deals to Friday brunch, keep the venues busy with a keen young expat clientele.

Read the full review: [FIVE Palm Jumeirah](#)

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GRAZIA BEAUTY CLUB

## Here's The Best Restaurants, Beach Clubs And Things To Do In Dubai



The options are endless!

### The Penthouse

Indulge in second-to-none Japanese Cuisine and signature cocktails with dazzling views over the Marina Skyline. FIVE's Executive Chef Federick Faucheux has curated an award-winning dining experience taking contemporary Japanese cuisine and fusing traditional flavours with French cooking methods, perfectly paired with creative artisan cocktails. There is a reason The Penthouse is Dubai's #1 rooftop destination. FIVE's team of culinary experts have conceptualised an exclusive dessert menu, inspired by The Penthouses' mesmerising views and Japanese cuisine.

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# See inside The Penthouse x Cosmo ME fashion ladies' night

We are BACK with Dubai's hottest night out 🍷

By Megan Tomos Published: May 8, 2024



*Cosmo ME* and *FIVE Palm Jumeirah* are hosting Dubai's best Fashion Ladies Night at the Penthouse. Last night, we kicked off the month with the first installment of the weekly series, and it's safe to say that the event was 🔥.



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## The Penthouse



The Penthouse at Five Palm Jumeirah is a hugely popular spot for Dubai residents and tourists alike. Lounge at one of the seating areas by the glass-panelled terrace wall at sunset to get *that* Penthouse pic in front of the sun setting behind the impressive silhouette of the Dubai Marina towers.

*The Penthouse, FIVE Palm Jumeirah, daily 5pm to 4am. Tel: (0)52 900 4868. [fivehotelsandresorts.com](http://fivehotelsandresorts.com)*

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Style Grooming Culture Wealth & Careers Sex & Relationships Win More



## Naughty Noodles brunch at Maiden Shanghai is a one-of-a-kind dining adventure

Shannon Manuel | February 26, 2024



A selection of menu dishes, image: FIVE Hotels and Resorts

Trendy Dubai dining hotspot Maiden Shanghai is a Chinese restaurant known for its contemporary and sophisticated take on traditional Chinese cuisine and vibrant atmosphere.

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## Five by FIVE: The top restaurants to try

A culinary tour across FIVE Palm Jumeirah and FIVE Jumeirah Village, two of Dubai's most popular hotels.



A culinary tour across FIVE Palm Jumeirah and FIVE Jumeirah Village, two of Dubai's most popular hotels

The FIVE hotels are two of the most popular spots in Dubai, whether for a weekend getaway, a gathering with friends, or a night out for some great food.

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EMIRATES  
**WOMAN**

NEWS FASHION BEAUTY LIFESTYLE EMIRATES MAN

## 9 premium restaurants to celebrate Chinese New Year in Dubai

**MAIDEN SHANGHAI**

Usher in the Year of the Dragon, a symbol of strength, prosperity, and good fortune with a celebration that embodies positive transformation and success at your favourite Chinese restaurant, Maiden Shanghai. Indulge in 4-course themed set menu for lunch or dinner featuring a variety of delicious Dim Sum, Smoked Asparagus Duck Roll, and a Lychee Goji Berry Pudding inspired by the Chinese Zodiac and curated by our award-winning chefs. It takes place from February 9 to 11, 2024 from 12:30pm onwards with the 4-course set menu with a la carte beverages priced at Dhs299, and the 4-course premium set menu priced at Dhs598. It's located at FIVE Palm Jumeirah.

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## Maiden Shanghai

Maiden Shanghai's Naughty Noodles special edition invites all to indulge in gourmet Chinese cuisine, live entertainment, and breathtaking fireworks views from the rooftop terrace. With flowing Champagne and vibrant party vibes against the Marina skyline, it's the perfect way to welcome 2025. Packages start from AED 899 (bottomless brunch & after-party) to AED 2,500 (premium rooftop terrace seating).

Where: Palm Jumeirah

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FOOD &amp; DRINK

## 44 of Dubai's favourite outdoor restaurants and sun-filled terraces

### Maiden Shanghai



Gault&Millau recognised Chinese restaurant Maiden Shanghai not only offers organic gourmet [Chinese cuisine](#), including its renowned organic Peking duck and a delicious array of dim sum – but also one of the best skyline views in Dubai. The 1920s Shanghai-inspired restaurant sprawls itself over three floors with a stunning outdoor 'Maiden Terrace' lounge, the perfect place to watch the sunset while enjoying dishes inspired by Cantonese, Sichuan, Shanghai and Beijing flavours.

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**WHAT'S ON** SHOP NOW

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## Exclusive reveal: Jade, FIVE Palm Jumeirah's cool new cocktail bar

f x whatsapp email bars nightlife


 Written by: Alice Holtham  
3 days ago
 EDITOR'S PICKS

A speakeasy with a regal edge arrives at one of the city's most iconic hotels...

FIVE Palm Jumeirah is known and loved as the city's premier party spot, with its beach festivals, party brunches and ladies' day deals. And now there's one more reason to revisit this hedonistic hotel, with the arrival of Jade, a cool new speakeasy bar.



Tucked inside the resort's popular Chinese restaurant Maiden Shanghai on the second floor, dimly lit and sultry Jade is an ode to the roaring 20s of China, and the post-prohibition era glamour oozes from the intimate bar. An opulent twist on the traditional teahouse, it's cosy and inviting, and feels like the kind of space you head to for one drink and end up staying into the early hours. There's detailing everywhere, from the warmly lit lanterns that hang from the ceiling, to the gold accents along the bar that add a regal touch to the whole space.

[VIEW ARTICLE](#)



## You'll want to gatekeep this new cocktail bar in Dubai

by Joy Ejarla | Published: Dec 13, 2024



Dubai, are you ready for your next hangout spot? Jade, the new luxe cocktail bar and lounge at FIVE Palm Jumeirah, is officially open—and it's everything you didn't know you needed. Hidden on the second floor of Maiden Shanghai, this intimate spot is already serving high-energy nights made for the 'Gram.

Inspired by the roaring 20s of China, [Jade](#) blends the charm of a timeless tea house with modern-day luxe. Think jade-tinted interiors with royal, mysterious vibes, golden lighting, and beats that evolve from chill lounge vibes to electric nightlife. It's a detail-rich space perfect for sipping, socialising, and snapping.



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## Review: Jade

By Blanche D'mello | December 10, 2024

Inspired by the roaring 20s of China, this new bar and lounge draws you in with its bold and distinctive design. As you step inside, you're enveloped by an array of lush green tones, from the deep emerald walls to the soft green lighting that casts a rare and mesmerising glow throughout the space.



Dramatic frill curtains at the entrance open up to reveal a striking dragon fountain at the centre. Above, a series of ornate birdcages dangle from the ceiling, adding an unexpected touch of whimsy. The walls are adorned with Chinese art, seamlessly blending tradition with contemporary influences. At the heart of the space sits the bar, encircled by opulent seating that invites you to relax and sip your drink. Just a few steps away, we settled into the lounge area, where the atmosphere is both intimate and refined.



## JADE

JADE's Speakeasy Tippy Cocktail Brunch starts at 8pm, featuring a signature Chinese menu and handcrafted cocktails within an intimate, beautifully designed lounge. The celebration continues with exclusive after-party access until late. Brunch package is priced at AED 999 per person including after-party access. After-party entry, which starts at 12.30am, is priced at AED 350 per person inclusive of three drinks.

Where: Palm Jumeirah

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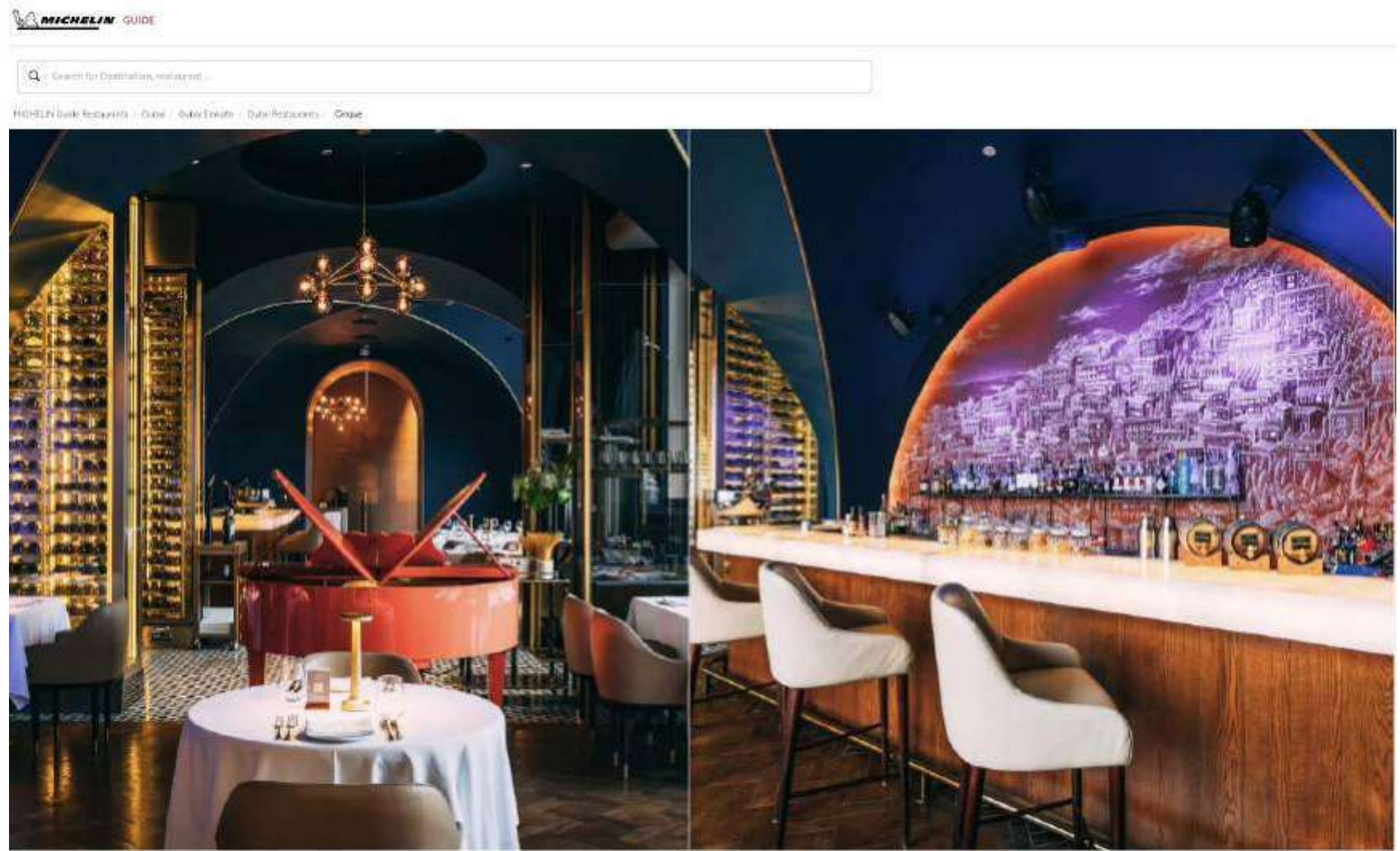
## NUMĀ

Celebrate New Year's Eve with the whole family at NUMĀ's gala dinner starting at 8pm, with festive entertainment. Indulge in Chef Karim's global creations from vibrant live cooking stations, complemented by live entertainment and stunning fireworks views. AED 1,500 per adult and AED 800 per child ages five to 12 years.

Where: Palm Jumeirah

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### Cinque

50/50 Palm Jumeirah - 50/50 Palm Jumeirah, Dubai

\$\$\$ Italian/International

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Reservations are not available for this restaurant on our site

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### MICHELIN Guide's Point Of View

Fashionable, glamorous and full of energy, this buzzing Italian restaurant overlooks the trendy FIVE Palm Jumeirah's swimming pool. Arched ceilings are complemented by warm lighting and a self-playing piano keeps everyone entertained. The menu offers up a mix of classic Italian favourites, such as parmigiana di melanzane and fassona tartare with white truffle, along with more modern interpretations, like their dessert version of a Bellini cocktail. The terrace is a great spot for alfresco dining during Dubai's cooler weather.

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TRAVEL ⌚ 4 minutes 📅 17 OCTOBER 2024

## Dubai's Best Hotel Bars

From rooftop terraces with stellar views to jungle-themed nightlife spots with Latin American flair, the city has it all.

[Bars](#) [Dubai](#) [Hotels](#) [Travel](#)



Soak in incredible views of Dubai Marina as you sip on cheekily named cocktails at The Penthouse. Image credit: The Penthouse

### The Penthouse

#### **FIVE Palm Jumeirah**

Expect plenty of high energy from this glamorous venue, which boasts great views from its vantage point on the rooftop of the ever-popular FIVE hotel. It offers a Japanese fusion menu and weekly events, from live international DJ performances to sunset parties, making it a go-to spot for Dubai's social elite. Meanwhile, cheekily named cocktails incorporate all manner of premium ingredients, including a Dubai classic – 22-karat gold.

FIVE Palm Jumeirah is also home to MICHELIN-selected Italian dining at [Cinque](#), a classy venue that overlooks the hotel's swimming pool.

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# Revealed: The Gault&Millau UAE 2024 Award Winners

## Cinque

Quality Italian dining at FIVE Palm Jumeirah



Executive Chef  
Mauro Di Leo

Cuisine  
Italian

Telephone  
+971 4 455 9989

Website  
[Click here](#)

A modern Italian restaurant, Cinque belies its location. Despite being found off the lobby of one of the city's best-known party hotel's, FIVE on the Palm, the restaurant caters for a fine-dining crowd, serving quality ingredients and carefully crafted plates.

Inside the tone is set with parquet flooring and expansive wine fridges.

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Home > Features > The dish that changed me: Chef Marco Genovese

## The dish that changed me: Chef Marco Genovese

The Sicilian chef of popular ristorante Cinque at FIVE Palm Jumeirah, fondly recalls childhood memories of catching octopus with his grandfather and cooking Polipo Arrosto – the dish that laid the foundation for his culinary journey

by David J Constable June 19, 2024

Features



Growing up in Sicily, the kitchen was always a wonder for head chef Marco Genovese. The restaurant's tantalising aromas, vibrant colours and bustling energy sparked his deep-seated fascination. Among the many ingredients he encountered, the octopus truly captured his interest. Its unique texture, flavour, and culinary significance to Sicilian culture ignited a passion to shape his future.

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# Champagne Index Volume 2: Restaurant Rankings in full

by Gault Millau  
November 28, 2023

Features



Gault&Millau UAE has released the second volume of its Champagne Index to a selection of the country's best sommeliers, restaurant managers and restaurateurs.

## Gault&Millau UAE Champagne Index, rankings in full

1. Chic Nonna
2. LPM Restaurant & Bar Dubai
3. City Social
4. Dinner by Heston Blumenthal
5. Takahisa
6. CLAP
7. Pierre's TT
8. Ristorante L'Olivo at Al Mahara
9. Am Muntaha
10. Ossiano
11. Il Ristorante - Niko Romito
12. Zuma Abu Dhabi
13. Pierchic
14. L'Atelier Robuchon
15. Folly
16. 99 Sushi Bar & Restaurant Abu Dhabi
17. Mott32
18. STAY by Yannick Alleno
19. COYA Dubai
20. Mayabay
21. Talea by Antonio Guida
22. Butcher & Still
23. Gohan
24. La Cantine du Faubourg
25. Twiggy by La Cantine
26. Mimi Kakushi
27. Armani/Ristorante
28. BB Social Dining
29. Celebrities by Mauro Colagreco
30. ROKA
31. Indego by Vineet
32. Zuma Dubai
33. Hutong
34. [Cinque](#)
35. Oak Room
36. Hoseki
37. Martabaan by Hemant Oberoi
38. Hakkasan Abu Dhabi
39. Brasserie Boulud
40. Trésind Studio

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Why Cinque Is A Must-Try For Italian Foodies In Dubai

DINING

## *Why Cinque Is A Must-Try For Italian Foodies In Dubai*

BY [Caty Penza](#) / May 17, 2021

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*With a menu inspired by the south of Italy, this upscale eatery will take your taste buds on the culinary journey sure to satisfy your cravings*

With travel restrictions beginning to ease and the summer months fast approaching many of us are longing for an adventure abroad, often one that includes the option of sampling regional cuisine far superior to what's available "back home."

As we anxiously wait for more news regarding where we can (and can't) travel, Dubai-based foodies can explore the delicious cuisine of Southern Italy by booking into Cinque for a delectable night out.

Located at the FIVE Palm Jumeirah, the upscale Italian eatery is a triple threat, boasting impeccable service, a relaxed yet upscale ambience and, of course, a selection of dishes that will take your taste buds on a culinary journey to Italy – with a dash of Dubai flair incorporated into the mix.

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*From fine dining at Cipriani to a water-front evening at Alici, Bazaar Arabia shares the top spots around town*

*Searching for the best Italian restaurants in Dubai? Look no further as Bazaar Arabia shares a list of our editor approved picks. Buon Appetito!*

### Cinque

Located in the FIVE Palm Jumeirah, this modern Italian restaurant is the perfect spot for a pre-night out dinner, providing a selection of carefully curated dishes with rich authentic flavours. Offering up a range of seafood, meat and pasta dishes come hunger to Cinque before partying the night away



*Image Courtesy of Instagram@cinquedubai*

*Location: FIVE Palm Jumeirah, No 1 Palm Jumeirah. For reservations visit [cinque.com](http://cinque.com)*

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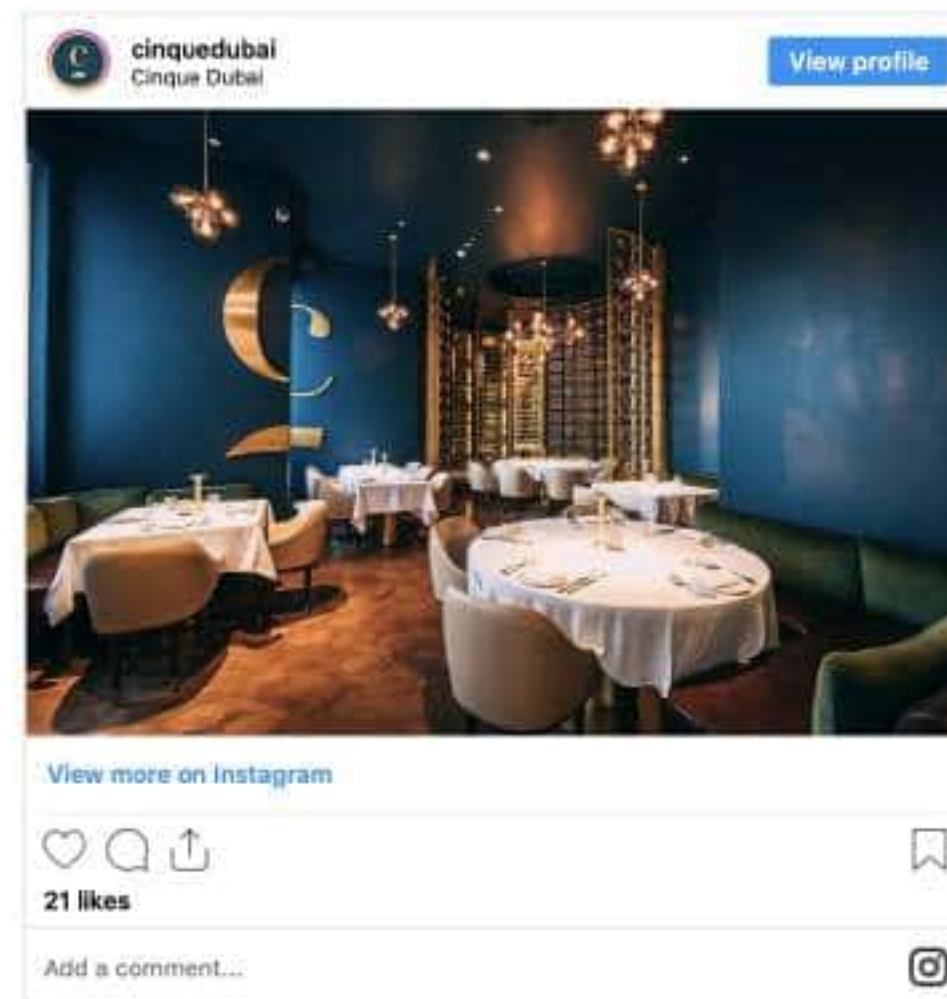


# 12 of the most exquisite fine-dining Italian restaurants to try in Dubai

by SARAH JOSEPH

DECEMBER 27, 2023

## Cinque



Whether it's a lively gathering with friends, a family celebration, or a romantic date night, Cinque promises an extraordinary dining experience at FIVE Palm Jumeirah. This reconiginised Italian restaurant defies culinary convention by fusing Japanese-inspired and Umami-infused twists, making this an unforgettable meal for any occasion. For a private experience with Chef Mauro Di Leo, guests can experience an 11-course meal with a minimum group of 6 and maximum 12 people. The meal consists of authentic Sicilian dishes with dishes such as Balfego Tuna, Sea Urchin Panna Cotta, Modica chocolate and much more priced at Dhs650 per person for 11 dishes and Dhs1,100 per person for 11 courses along with Italian wine paring. All bookings must be made 36 hours in advance.

For more information visit [palmjumeirah.fivehotelsandresorts.com](http://palmjumeirah.fivehotelsandresorts.com)

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## Cinque



While Five Palm Jumeirah might be on your radar for its pool parties and picture-perfect sunsets at The Penthouse, its Italian restaurant is a brilliant choice for Southern Italian fare. While the bright, airy interiors that look out onto the pool might not transport you to the Amalfi coast, the classic dishes of pasta, seafood, grilled and roasted meats, sharing platters, and assorted pastries and desserts certainly will. There's also a second, more casual outpost, **Trattoria by Cinque**, at Five Jumeirah Village.

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Here are some of the best date night spots in Dubai...

### Cinque, FIVE Palm Jumeirah



Executive **Chef Mauro Di Leo** is the embodiment of *Meraki* – a Greek concept which consists of pouring parts of yourself and your soul into your work. All guests who attend Chef Mauro's innovative Chef's Table experience at **Cinque**, FIVE Palm Jumeirah can attest to this fact.

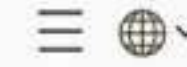
His multisensory, 11-course fine-dining experience creatively takes invitees on a flavourful journey around Sicily, his hometown. Innovatively interweaving the finest Mediterranean ingredients with autobiographical stories to create an

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Home - News - Cinque to host acclaimed chef Matteo Ferrantino this weekend

## Cinque to host acclaimed chef Matteo Ferrantino this weekend

There will be two events, including a four-hands dinner

by Gault Millau November 17, 2023



Italian restaurant Cinque, at FIVE Palm Jumeirah Dubai, is hosting a special culinary takeover this weekend.

Acclaimed chef Matteo Ferrantino of blanc, the renowned Mediterranean restaurant in Hamburg, is coming to Dubai and joining Cinque's head chef Mauro Di Leo in the kitchen this weekend.

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Food & Drink



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## Award-winning chef exclusively in Dubai for two days only

Partner Content: Chef Matteo Ferrantino from Hamburg's Bianc restaurant and Executive Chef Mauro Di Leo come together for a special menu at Dubai's top Italian restaurant, Cinque.

By [Time Out Editors](#) November 16, 2023

Cinque Restaurant Dubai, one of the hottest Italian spots in the city, will be hosting two nights of culinary excellence, the 4 hands collaboration event, hosted by Chef Mauro Di Leo and 2-Michelin starred Chef Matteo Ferrantino at Cinque Restaurant Dubai.

VIEW ARTICLE



## Cinque



Cinque's tasting menu experience is hosted personally by chef Mauro Di Leo. Credit: Five Dubai.

Head to [Cinque](#) and experience an 11-course Italian fine dining dinner personally hosted by executive chef Mauro Di Leo. Expect a range of Sicilian and Mediterranean dishes with an umami twist. Highlights include sea urchin panna cotta with seaweed gel, Sicilian red prawn, caviar and seawater foam, the Balfego tuna dish with scapece, burnt butter and Sicilian pistachio, the blanched octopus, plankton, black rice and Sicilian lemon foam and acquerello rice, terre nere grape, radicchio and smoked goat's cheese. Definitely one to check out if you're a big foodie.

*Dhs650 (11 courses), Dhs1,100 (grape pairing). Available daily from 8pm. Cinque, FIVE Palm Jumeirah, Palm Jumeirah (04 455 9989).*

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# 5 major Dubai hotel openings in 2024

*Better get your bookings in order*



By Staff Writer



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TRAVEL

## *Five Luxe JBR: From Opening Date To Amenities, Here's What We Know*

BY Sahira Dharamshi / [October 25, 2023](#)

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# Dubai's new ultra-glam hotspot FIVE LUXE opening date announced

FIVE are bringing the VIBES with this new spot on JBR

By Megan Tomos Published: Mar 11, 2024



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## Beachfront Luxury Has a New Name

By Team Grazia  
Sep 17, 2024, 11:11 IST



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With the unveiling of FIVE LUXE in Dubai, a new benchmark has been set in a city where luxury is a way of life, and the high standards rival its striking towering skyline. In a realm where high-end hotels are a dime a dozen, this property stands out for its contemporary sophistication, offering a bold vision of what the current 'lap of luxury' looks like.



This is the latest jewel in the crown of FIVE Hotels and Resorts, joining its iconic predecessors, FIVE Palm Jumeirah and FIVE Jumeirah Village in Dubai. Commanding quite a presence on the vibrant JBR beachfront, FIVE LUXE is a glamorous resort in every way. It's a one-stop celebratory hotspot where indulgence, fun, and extravagance walk hand-in-hand – and it's evident from the second you step onto the premises.

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# new hotels and upcoming hotel launches in 2024

## FIVE LUXE



Soon to take its place among JBR's avenue of high-end hotels, FIVE LUXE will liven up the neighbourhood with more of the experiential offerings the brand is famous for. With its early 2024 opening imminent, Dubai's festive crowd can look forward to checking into the hotel's 222 rooms and suites or making a move into one of the 276 residential apartments. For a memorable splurge during your stay, dive into the exemplary dining scene or immerse yourself in scintillating events at its [beach club](#) and over-water Ibiza-inspired lounge.

## FIVE LUXE

HOTELS & ACCOMMODATION

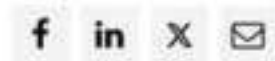
[The Walk - Jumeirah Beach Residence - Dubai](#)

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FIVE LUXE JBR



## FIVE Hotels and Resorts to launch third Dubai hotel in JBR next year

Look inside the upcoming JBR Hotel

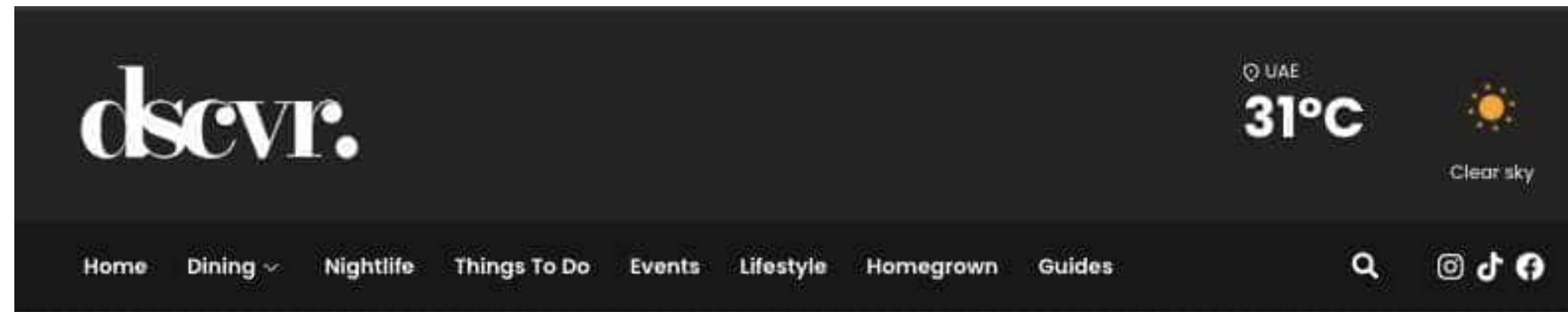
By [Tom Evans](#) December 29, 2022

Home to one of the *world's coolest streets*, there's never a shortage of things to do in JBR.



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Home > Featured > FIVE Luxe brings...



## FIVE Luxe brings a new party hotel to Dubai's beachfront

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<https://www.timeoutdubai.com/news/jbr-hotels-five-luxe>

## Everything we know so far about JBR's stunning new FIVE LUXE resort



Staycations

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Written by:  
**Alice Holtham**  
4th January 2023

It's set to give one of Dubai's most iconic beachfront strips a serious shake-up...



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## 35 incredible hotels set to open in the UAE

### FIVE LUXE



Welcoming guests from March 31, 2024, FIVE LUXE occupies a prime residential plot on the JBR beachfront, nestled between the Ritz-Carlton Dubai and Rixos Premium JBR. As well as all the best bits of the Palm Jumeirah property – the iconic social pool, a firm focus on culinary excellence and a sparkling beach club – there will be some exclusive additions specifically for the new luxury address. FIVE LUXE will boast 222 luxury rooms and suites and 277 opulent residences, with some seriously plush suites for guests to splash out on. In true FIVE style, you can expect a best-in-class culinary offering, with an array of restaurants and nightlife venues all designed to wow guests. On the culinary front, Barcelona-born Paradiso will open as part of an all-star line-up of drinking and dining venues, as will Ibiza's iconic cabaret, Lio.

[fiveluxe.fivehotelsandresorts.com](https://fiveluxe.fivehotelsandresorts.com)

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Travel

## Dubai's New Pinnacle of Luxury: FIVE LUXE Beachfront Resort to Open Its Doors

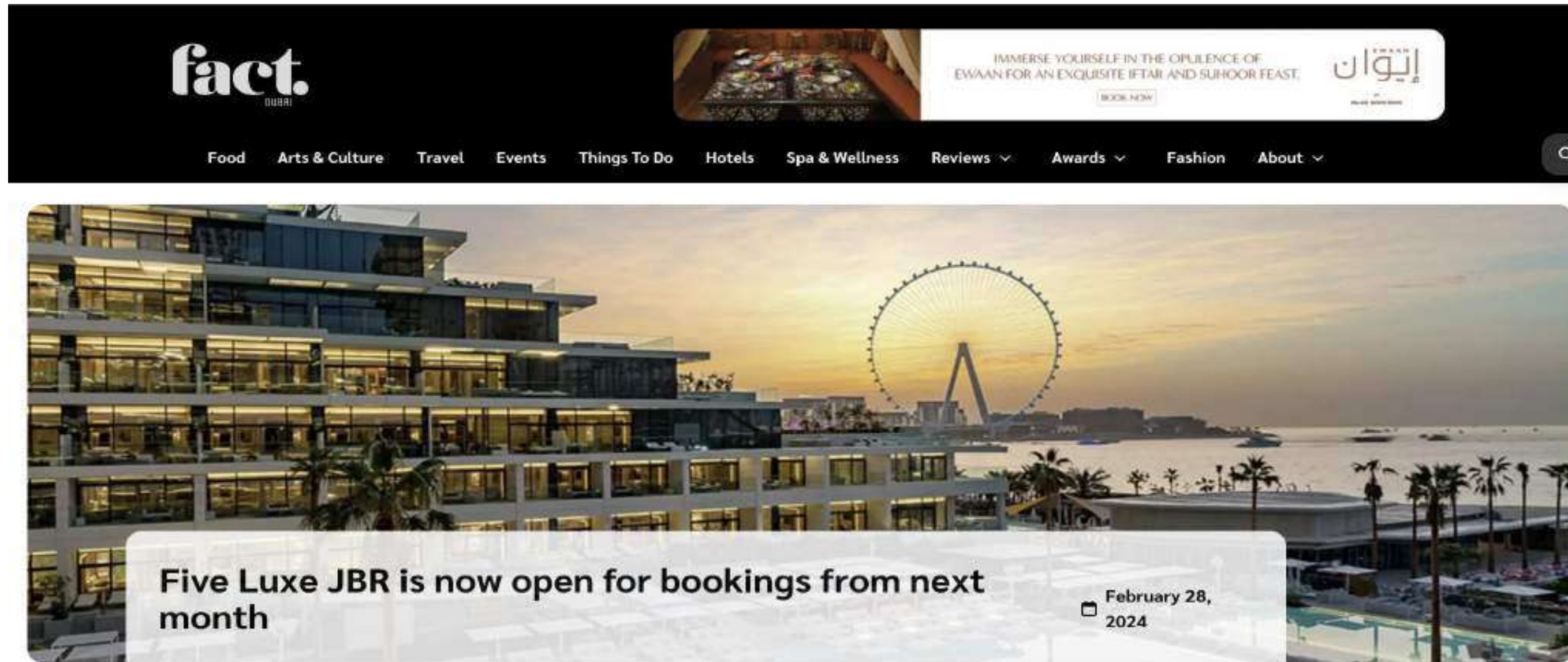
MARCH 13, 2024



Set to redefine beachfront luxury living and entertainment, FIVE LUXE, Dubai's latest ultra-glamorous beachfront resort, eagerly anticipates its grand opening on March 31, 2024. Located against the breathtaking backdrop of the Arabian Gulf, Ain Dubai, and Palm Jumeirah, FIVE LUXE exemplifies the city's relentless drive and the dynamic evolution of its skyline.

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Dubai's renowned Five Hotels & Resorts is taking its opulence to new heights. The opening of Five Luxe at JBR is just around the corner and bookings for an unforgettable stay are now open. Situated along the beachfront, this [luxurious new retreat](#) is a must-try.

Reservations are now open for Five Luxe JBR starting from 31 March, with opening rates starting from AED 1,600 for studio rooms. Choose from a variety of categories, including sea-facing rooms, one-bedroom residences with plunge pools, and luxurious villas overlooking Ain Dubai.

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## Bookings are now open for JBR's stunning new FIVE LUXE resort



Staycations

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Written by:  
**Alice Holtham**  
53 minutes ago

It's set to give one of Dubai's most iconic beachfront strips a serious shake-up...

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**Forbes**

BUSINESS > HOLLYWOOD & ENTERTAINMENT

# FIVE LUXE Dubai Is Trending With Their Daily Ibiza-Inspired Pool Party

By [Eric Fuller](#), Contributor. Eric Fuller covers music, live entertainment global... [Follow Author](#)

Nov 28, 2024, 04:30pm EST



Ready to turn on the music and start the party - FIVE

Something is beginning to change with how we define live entertainment. Live entertainment was once something which you went to see, whether local or remote. It was a show or a sporting event, something which was ticketed, happened at a particular time, and ended after the event played. No longer. Now, live entertainment is what you experience in settings which continue to multiply from pop up museums, one off themed expeditions and music-centric hotels.

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REVIEW

## First In: Five Luxe JBR, Dubai

The latest – and most ambitious – hotel in Five's Dubai portfolio



Reviewed by [SOPHIE PRIDEAUX](#)

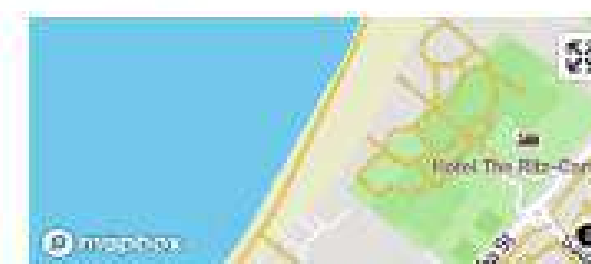
### Why book?

To experience Five's signature brand of fun in its most ambitious hotel yet, located on one of the city's most popular stretches of coastline.

### Set the scene

Pulling up to the shiny glass facade of Five Luxe in the slick BMW limousine, which had collected me 30 minutes earlier, supercars are parked up on all sides. It's not an uncommon sight for this stretch of road that leads on to busy JBR, or indeed for Five, which attracts more than its fair share of Lamborghini drivers. This is not a hotel for those looking for a quiet weekend, quite the contrary: this is where young, beautiful people come to blow off steam, leave their inhibitions at the door and embrace the lively side of Dubai that Five leads the charge on.

### LOCATION MAP



### CONTACT

The Walk, Dubai, Dubai 00000  
United Arab Emirates  
042759999

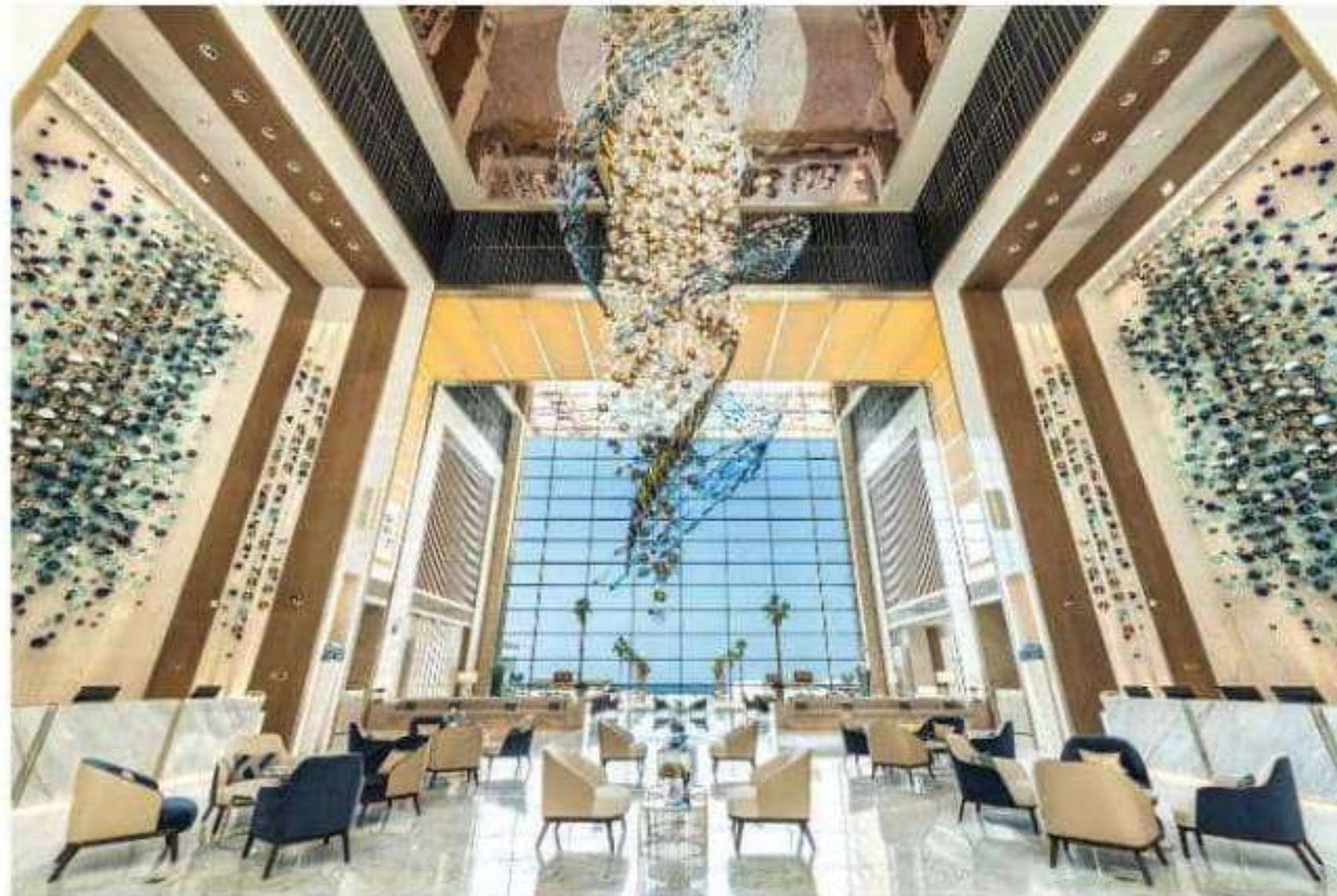
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TRAVEL / HOTELS /

## The Newest Address at Dubai's Iconic Jumeirah Beach Residence

ROBB REPORT DECEMBER 12, 2024



### Glamour meets luxury at FIVE LUXE Dubai.

Nestled on the sun-drenched shores of Dubai's iconic Jumeirah Beach Residence, [FIVE LUXE](#) is a beacon of opulence and playful extravagance – a hotel that isn't just a place to stay, but a destination in itself. For those who live life with a thirst for luxury and a flair for the dramatic, this ultra-luxe beachfront resort offers the ultimate playground.

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The Ultimate Gift Guide #14: Sparkling Diamond Twisted Love Bands



The Ultimate Gift Guide #13: Evening with Philanthropist John Caudwell

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TRAVEL & EXPERIENCE

## Il beach hotel più Glamour di Dubai

✎ PENELOPE VAGLINI • 18 Dicembre 2024



*Five Luxe coniuga l'intrattenimento di Five Music con un'ospitalità a cinque stelle, per chi cerca una vacanza di puro divertimento, al ritmo dei migliori dj del mondo.*

Pioniere della filosofia *all you can play*, **Five Luxe** ha portato al JBR – una delle zone balneari più glamour di **Dubai** – il lusso del divertimento e del relax. Da poco inaugurato, l'hotel cinque stelle del gruppo Five si è subito distinto per la sua offerta *leisure*, caratterizzata da un vivace beach club, grandi piscine dove nuotare al ritmo di musica, oltre a ristoranti e cocktail bar che presentano le ultime tendenze food & beverage. Ospitato all'interno di un edificio che gode della certificazione Leed Platinum v4 – il più alto standard globale per gli hotel 5 stelle – è alimentato totalmente da energia solare.

### POST RECENTI



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Venduta la mega villa di Michael Jordan a Chicago



14 gioielli da regalare a Natale delle Maison più prestigiose



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## Five Luxe Dubai



Five Luxe. Five Luxe

Nella città più sparkling degli Emirati, il **Five Luxe** è il nuovo gioiello di Five Hotels e Resort, un brand che ha fatto del glamour e del divertimento la propria bandiera. Il palazzo delle feste sulla spiaggia nel Jumeirah Beach Residences di Dubai invita i propri ospiti a scoprire le vibrazioni di Ibiza alla Playa Pacha, la spiaggia privata e beach bar dell'hotel dove si danno appuntamento DJ internazionali. Anche dormire qui diventa un'esperienza indimenticabile, che si scelga la FIVE Vibe Suite con piscina, la Ultimate Spa suite con piscina taglia XL, vasca idromassaggio, sauna e bagno turco o la residenza da 3 camere,

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## Dubai's Most Glamorous New Resort Has 6 Restaurants, an Ibiza-inspired Beach club, and an Outpost of One of the World's Best Bars

Five Luxe JBR is home to international DJs, hookah by the pool, and wagyu beef galore, all in one place.

By [Dana Givens](#) | Published on December 16, 2024



[COMMENTS](#)

### Food and Drink



The lavender-toned ceiling of French restaurant Tête-à-Tête

1 of 2



Like so many in Dubai, Five Luxe JBR has many dining options.

Start your day at Cielo, next to Playa Pacha, for a breakfast buffet of Western and Middle Eastern dishes. The menu also offers a nice variety for dinner, like chocolate olive oil cake, savory chicken skewers, and wagyu beef burgers.

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# This is where you'll find DXB's IT girls partying

We refuse to gatekeep this hotel's unbeatable line up of events 🍷👠

By Sara-Aisha Kent Published: Nov 15, 2024



Via Canva pro, Instagram @fiveluxejbr

From poolside beats to next-level foodie experiences and unforgettable parties, this hotspot is where the scene happens. Ready to live your best life? Check out what's popping at FIVE LUXE right now.

[VIEW ARTICLE](#)



## The Ultimate December Party Playbook

By Team Grazia

Dec 17, 2024, 08:32 IST



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Get ready for an indulgent month at FIVE Hotels and Resorts in Dubai

In Dubai, FIVE Hotels and Resorts have effortlessly interlaced luxury and glamour with three stunningly opulent hotels. First, there's the legendary FIVE Palm Jumeirah - a beachfront hotel with fabulous dining and nightlife venues, and the city's coolest outdoor social pool, with breathtaking views of the Dubai Marina skyline. There's also 150 metres of private beach with the iconic Bohemia Beach Club. Next, FIVE Jumeirah Village is a chic urban destination that's complete with a range of trendy restaurants and cafés - ideal for those seeking an outlet from the ordinary. Finally, FIVE LUXE, which opened earlier this year at Jumeirah Beach Residence, delivers ultra-luxurious living with panoramic views of the Arabian Gulf, Ain Dubai and Palm Jumeirah. With multiple dining spots and the iconic, Ibiza-inspired The Playa Pacha Pool and Beach Club, it's the perfect place to experience the hotel's signature 'Vibe at FIVE,' that continuously draws in discerning travellers from around the globe.



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KEMPINSKI HOTEL, MALL OF THE EMIRATES




Hotel Review: FIVE LUXE





Stoycations Travel


 Written by:  
**Alice Holtham**  
 5 days ago

**The third installment of hedonistic hotspot FIVE looks to provide an elevated experience on JBR. But does it?**

It's fair to say that FIVE Palm Jumeirah was one of the biggest players in positioning Dubai on the global party circuit, with its clientele of reality TV stars, regular rotation of international DJ sets, and punch-packing offering of ladies' night, lively brunches and pool parties. It further cemented its status as the go-to brand for party-centric hotel stays in Dubai with the opening of FIVE Jumeirah Village in 2019. And as of March 2024, it's added another string to its Dubai hospitality bow, with the opening of **FIVE LUXE**. As the name suggests, this resort has been designed to offer all of the best bits of the other two hotels - but elevating things to the next level.

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PHOTO: LINDA TERVILL

## FIVE LUXE: The (Impressively) Planet-Friendly Party Place

7 MINS

---

From powering the entire hotel with renewable energy to having the highest LEED certification for a 5-star hotel globally, FIVE LUXE isn't just about good vibes and nightlife – it's a venue that values the planet as much as the party

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### Get ready to indulge at the new all-you-can-play hotel.

When people around the world think of Dubai, chances are FIVE Hotels & Resorts comes strutting into their minds. The brand is so connected with the city, it is a byword for Insta-worthy, celebrity-filled parties. During our visit to the brand's latest luxury hotel opening, FIVE LUXE JBR, we had fabulous fun alongside fine dining and finesse.

FIVE Hotels & Resorts' hotels in Dubai include FIVE Palm Jumeirah and FIVE Jumeirah Village. Located in JBR, FIVE LUXE JBR feels like a relaxed yet refined entry point to the brand. At every time of the day, the lavish lobby was buzzing with an electric energy. While the hotel could feel like a scene out of *Love Island*, the design was timeless and tasteful, and the staff were polite and professional.

Come for the all-you-can-play parties, and stay for the classy cuisine and cocktails.



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**WHAT'S ON** NEWS EAT & DRINK THINGS TO DO CINEMA CULTURE SUMMER DEALS  
**FIVE LUXE**

The newest addition to the luxury hotel scene in Dubai is FIVE LUXE, which occupies a prime residential plot on the JBR beachfront, nestled between the Ritz-Carlton Dubai and Rixos Premium JBR. FIVE LUXE features 222 luxury rooms and suites, with some seriously plush suites for guests to splash out on. These include a collection of rooms with private pools, ranging from the one-bedroom residences with plunge pools, to the party pads down on the ground floor, where you'll find your plunge pool on the fringes of the Playa Pacha action. There's also two- and three-bedroom suites with private pools out on their terraces, or the ultimate four-bedroom pad comes with not one, but two plunge pools backdropped by sweeping sea vistas. In the first phase of opening, there are a several drinking and dining destinations to glam up for, including Barcelona-born Paradiso, previously ranked the world's best bar; an elevated version of their multi-award winning Goose Island Tap House; a high-energy, homegrown Japanese restaurant, Ronin; and an Ibiza-inspired iteration of the social pool, Playa Pacha.

*FIVE LUXE, The Walk, JBR, pool suites from Dhs1,780. Tel: (0)4 275 9999. [fiveluxe.fivehotelsandresorts.com](https://www.fiveluxe.fivehotelsandresorts.com)*

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## 6 luxury staycations to book at these new hotels in the UAE



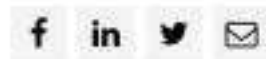
5/6

### FIVE LUXE – OPENING SOON

This newly opened property is an addition to FIVE JVC, palm and Zurich. Joining the disruptive legacy of entertainment, hospitality and luxury lifestyle powerhouse, FIVE, this ultimate beachfront escape is your ticket to an adventure where indulgence knows no bounds. This property is equipped with over 222 stylish hotel rooms and suites, alongside 276 lavish residences for 'All-You-Can-Play' celebrations, complemented by remarkable culinary, nightlife and entertainment experiences including globally famed, Insta-worthy Ibiza vibes at Playa Pacha's all-day Pool and Beach parties. It will soon open its doors this month on March 31, 2024.

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# 100 hottest hotels in the GCC to visit at least once

From Eid Al Adha escapes to your great summer getaways

## FIVE LUXE JBR



July 25<sup>th</sup> 2024 July 25<sup>th</sup> 2024

Credit: FIVE LUXE JBR

The highly anticipated huge, new hotel at Jumeirah Beach Residence in Dubai opened its doors to guests to much fanfare for the first time on the final day of March 2024.

FIVE LUXE is the latest opening from the FIVE group with two other hotels in Dubai and another in the Swiss city of Zürich.

VIEW ARTICLE



## WHAT'S ON

### A party girl's guide to Dubai: Where to eat, stay and play



Bars Best of Clubs Eat & Drink  
Nightlife

Written by:  
Shelby Gee  
3 days ago

EDITOR'S PICKS

#### FIVE Luxe



A brand new hotel that has opened on the shores of JBR – this is the party hotel. From beach clubs to rooftop bars and gorgeous restaurants, FIVE Luxe is the place to be. Hosting the likes of Keinemusiek at the opening of Playa Pacha, the Ibiza export. Do we even need to say more? Paradiso, Ronin and countless other incredible restaurant experiences – you practically don't have to leave the hotel for a good night out.

FIVE Luxe, The Walk, JBR. Tel: (0)4 275 9999 [luxejbr.fivehotelsandresorts.com](http://luxejbr.fivehotelsandresorts.com)

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fact.



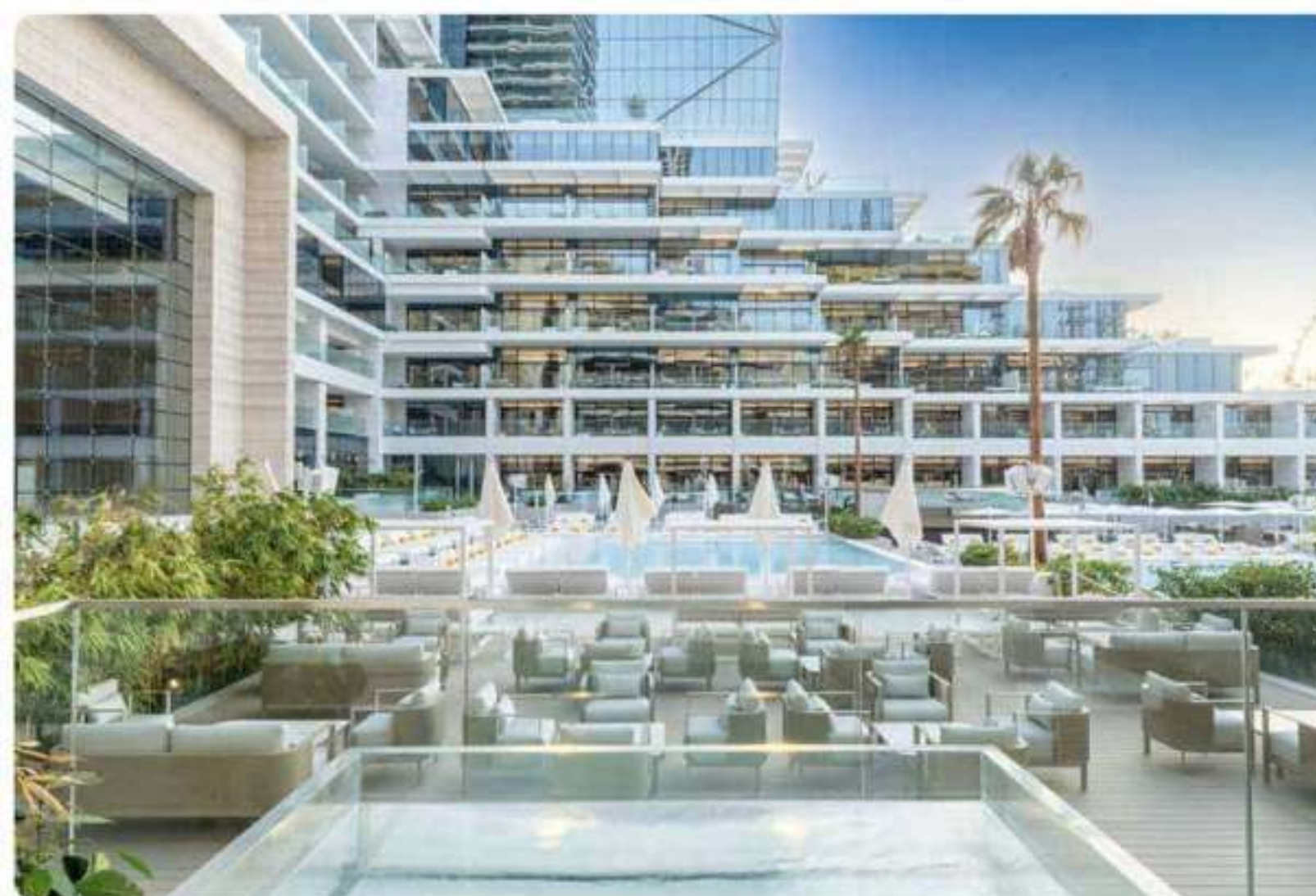
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Sunday 21 April

**Book a stay at FIVE LUXE**

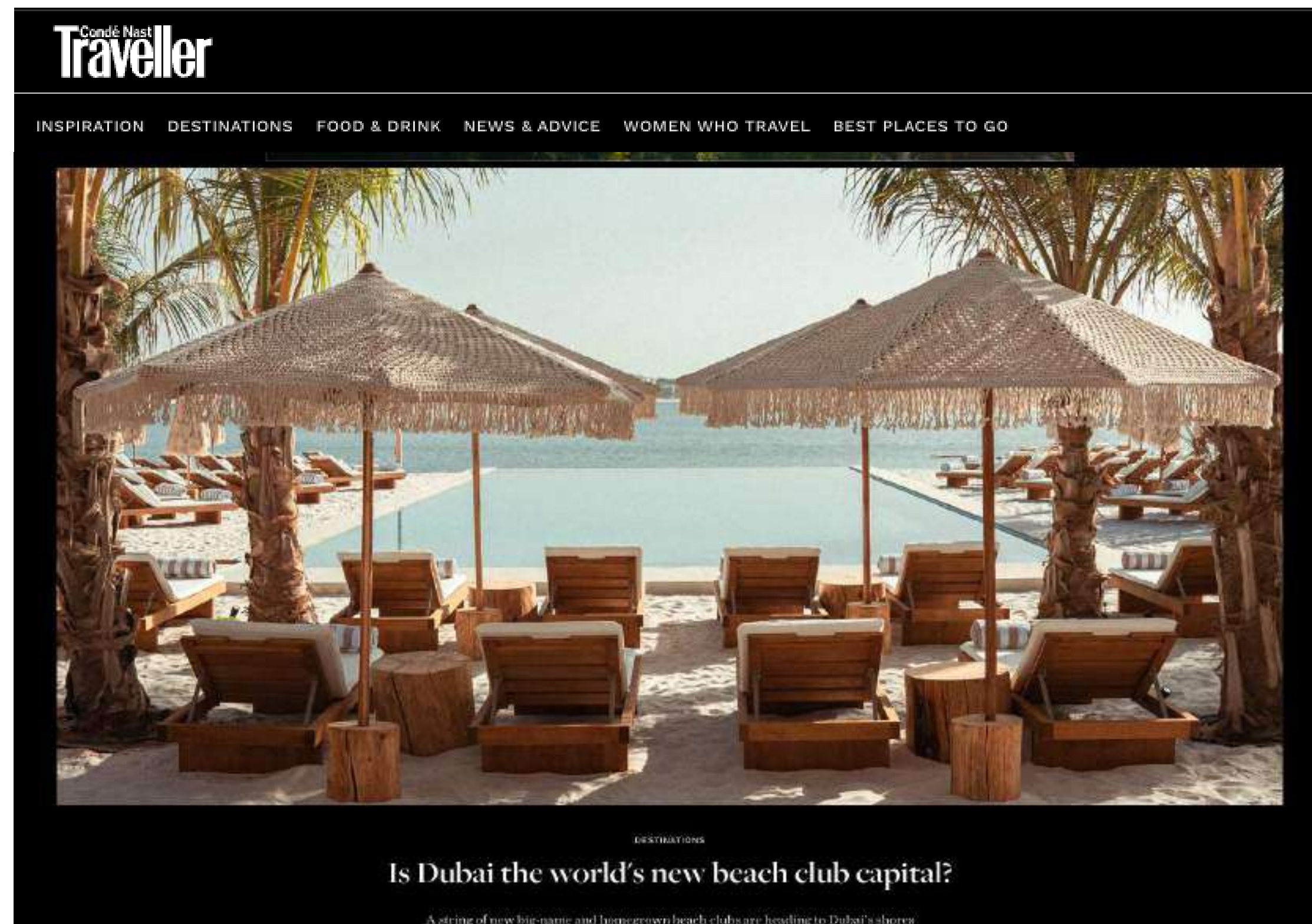
Fans of FIVE will already be familiar with the brand's Palm Jumeirah and Jumeirah Village properties. FIVE LUXE takes over the beachfront at JBR, bringing 222 luxury rooms and suites and 274 residences to the Dubai shoreline. Expect a ReFIVE Spa, a social pool and a swathe of private beach, in addition to seven [culinary and nightlife venues](#), including Paradiso, Playa Pacha, Ronin and the cabaret club, [Lio Ibiza](#). The property's Pool Party Rooms and Signature Suites, replete with private swimming pools, are not to be missed.

*GO: Visit <https://luxejbr.fivehotelsandresorts.com> for reservations and more information.*



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In their wake, a roster of big-name DJs keen to christen these shiny new venues. In March, Ibiza's iconic party brand Pacha arrived in the city, opening beach club Playa Pacha at the new Five Luxe. Its opening party was headlined by Adam Port and Rampa of Keinemusik, setting the bar for the calibre of DJs the city can expect to see from one of Ibiza's biggest institutions. Add all of this to longstanding favourites like Twiggy, Drift and Nobu by the Beach, and you'd be hard-pressed to find a city with more fun on its sands.

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STYLE CULTURE WATCHES GROOMING TRAVEL & EATS GEAR SELF-CARE GQ SPORTS MEN OF THE YEAR

TRAVEL & EATS

### Five Luxe



JBR's new Five Luxe hotel is nestled between the Ritz-Carlton Dubai and Rixos Premium JBR, providing beautiful views of the Arabian Peninsula. With regular DJ sets and weekly parties at their infamous social pool, the resort follows in the footsteps of its Palm island counterpart.

The most exciting offering is the debut of Lío Ibiza, Pacha's world-famous, sensual interpretation of a cabaret show. Dubai's 35,000 square foot, offshore rendition is designed to look like a 'floating shell emerging from the sea,' hosting performances by international dancers, singers, and musicians before transforming into an after-hours nightclub.

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Home > Life > Besties, here are all the new beach clubs to hit up in Dubai this weekend

## Besties, here are all the new beach clubs to hit up in Dubai this weekend

Plus, loads of new ones are coming soon

### Playa Pacha



Supplied

FIVE have done it again, providing Dubai with another must-visit luxury party spot. FIVE LUXE was the hottest new hotel opening in the city, that hit the shores of JBR back in March. The hotel includes seven food spots, as well as Pacha's world-famous cabaret show. Following in the footsteps of its West Beach counterpart, the new Playa Pacha Pool and Beach Club is set to host some unmissable social pool party days.

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### NEW PACHA BEACH CLUB OPENING INSIDE LAVISH DUBAI WATERFRONT RESORT

FIVE LUXE is planning to introduce Playa Pacha Beach Club by virtue of an Ibiza-inspired party headlined by Keinemusik's Rampa and Adam Port.

JASON ICEFFER / MAR 12, 2024

©/o Press

HOME > LIFESTYLE



Dubai's FIVE Hospitality has announced a state-of-the-art beach club, Playa Pacha, opening in FIVE LUXE, its new waterfront resort.


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## WHAT'S ON

NEWS EAT & DRINK THINGS TO DO CINEMA CULTURE RAMADAN PODCAST



# Keinemusik's Adam Port and Rampa to headline first Playa Pacha party at FIVE LUXE

[f](#) [t](#) [w](#) [e](#) [Nightlife](#)

Written by:  Alice Holtham  
9th March 2024

EDITOR'S PICKS

And we've got a way to get you in to this exclusive party...

The hotly anticipated **FIVE LUXE** will open its doors on **Sunday March 31**, bringing an elevated touch to all of the iconic culinary, nightlife and leisure offerings you know and love from FIVE Palm Jumeirah and FIVE Jumeirah Village.

And to kick things off in unforgettable style, the hotel will throw its first party on Saturday April 13. Taking over **Playa Pacha** – FIVE LUXE's chic social pool and private beach – will be two of Keinemusik's hottest names: Rampa and Adam Port.

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Monday | March 11, 2024

## Party with Keinemusik's Adam Port and Rampa at FIVE LUXE JBR Dubai



So, you've heard about Dubai's hottest new hangout, FIVE LUXE, right?

If not, let me catch you up on the gossip. Picture this: all the glitz and glamour you've come to expect from FIVE Palm Jumeirah and FIVE Jumeirah Village, but with an extra sprinkle of luxury.

Oh, and did I mention they've got a private beach and pool? Yeah, it's basically the adult version of a waterpark, but with more cocktails and less screaming kids.

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# danceland

## THE NIGHTLIFE MAGAZINE

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Home » News » Playa Pacha a Dubai debutta con A.

NEWS

### Playa Pacha a Dubai debutta con Adam Port e Rampa



by spadarone news  
13 Marzo 2024, 5:03 pm

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Sabato 13 aprile 2024: il beach club Playa Pacha debutta a Dubai (Emirati Arabi Uniti) con il primo due suoi showcase in programma e che vede protagonisti Adam Port e Rampa (Keinemusik). Meglio di così non si potrebbe cominciare.

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# Playa Pacha will launch with an epic pool party

EDITORIAL TEAM · 8 APRIL 2024



**Expect a genre-defying fusion of house, techno, and Afro rhythms thanks to Keinemusik on Saturday, 13 April.**

It's only been days since the official launch of [FIVE LUXE](#) in JBR and, already, partying is high on the agenda. Having opened on 31 March, it's designed to be (even) more extravagant than its lively counterparts in JVC and Palm Jumeirah, starting with an outpost *Pacha Ibiza*, the world's most iconic nightclub, with Playa Pacha.





Credit: FIVE LUXE JBR



## FIVE LUXE JBR restaurants: your ultimate guide

What's going to follow the opening of the new Goose Island Tap House?

By [Emilie Hill](#) March 14, 2024

The FIVE brand is known for excellent food, along with a great time.

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**fact.**  
DUBAI

## The ultimate guide to the restaurants at FIVE Luxe JBR

The luxury resort will be home to a pub, parties and Paradiso – one of the world's best bars.

The FIVE brand is synonymous with food, fabulousness and a whole lot of fun. The brand is turning up the volume with its new [FIVE Luxe JBR](#) property. The luxurious resort will be home to world-class concepts, from award-winning bars to celebrity chefs. Here are all of the bars and restaurants at FIVE Luxe JBR.



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CULTURE — MAY 23, 2024

## 7 Restaurants in Dubai and Abu Dhabi to Check Out This Weekend

by VOGUE ARABIA

Looking to experience a new culinary escapade over the weekend? Here are seven restaurants in Dubai and Abu Dhabi to check out while taking in picturesque city views.

### Goose Island Tap House



Photo: Courtesy of Goose Island Tap House

Goose Island Tap House JBR at Five Luxe is Dubai's go-to destination for British and American Gastropub classics. The venue's stylish décor, designed by award-winning London design agency, Grapes Design, seamlessly blends a casual vibe with upscale nightlife. Tap House has a wide selection of dishes that include fresh pizza from their wood-fired oven, along with other signature Goose dishes.

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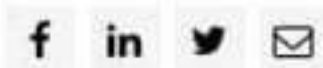


Dubai, UAE 26°C 4.63 km/h 53%

News



Goose Island Tap House JBR is now open (Credit: Goose Island)



## Dubai's best pub opens second venue at the new FIVE LUXE hotel



Now you can get your Goose Island fix in JBR

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**WHAT'S ON**

NEWS EAT & DRINK **THINGS TO DO** CINEMA CULTURE RAMADAN PODCAST SEARCH SIGN UP MENU



## A new Goose Island pub is now open on JBR

The award-winning tap house is the first venue to open at the new **FIVE LUXE** hotel...

Looking for a new spot for a casual catch-up with your mates? Then look no further than Goose Island, as the award-winning JVC pub is now open in JBR.

The first venue to open at the upcoming **FIVE LUXE** hotel is welcoming guests from Thursday March 7, and promises to bring all of the best bits from the original to JBR, as well as some exciting new additions.

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Cruise Next  
**Traveller**

DESTINATIONS

## The 18 best bars in Dubai

In sultry speakeasies and glitzy rooftop spots, the city serves up some seriously impressive drinks

BY SOPHIE PRIDEAUX

October 23, 2024



Paradiso Dubai's theatrical interiors. Courtesy Five Luxe

### Paradiso

Barcelona's most famous speakeasy Paradiso has twice been crowned the best bar in the world by World's 50 Best. From its hidden entrance behind the fridge door of a pastrami shop and its interiors modelled on the inside of a whale, to its whimsical cocktail creations, Paradiso has continually pushed the boundaries of possibility since its inception in 2015. And in spring 2024, it brought the same theatrics to Dubai for its first international bar. Found at the new **Five Luxe JBR**, interiors here are more outwardly surreal, with carousel horses and hot air balloons hanging from the ceiling, and clown heads sitting atop the bar. Drinks are equally as dramatic, served from a smoking steam train, luminous bottles and glasses that light up with a touch. When the weather allows, the roof terrace overlooking **Palm Jumeirah** is one of the most buzzing venues this side of the city, with an circus-themed outdoor bar, DJ booth and views in all directions.

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## Try a new cocktail bar in JBR



Voted one of The World's 50 Best Bars, Paradiso Dubai is a night out to add to your DXB bucket list. The 'FIVE-Styled' bar has opened in the glamorous beach resort, FIVE LUXE, on the shores of JBR. This isn't your average cocktail bar – Paradiso has been brought to life by a world renowned mixologist to create drinks inspired by magical surrealism. With a creative menu to be enjoyed overlooking Palm Jumeirah, this new spot has date night written all over it.

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## Dubai's new openings: Must-visit bars, pubs and beach clubs

Whether you like elegant drinks or a good ol' pint, this is where to go



Experimental bar Paradiso, which is located at FIVE LUXE JBR is helmed by mixologist Giacomo Giannotti, who has come to Dubai to promise a beverage masterpiece inside the experimental world of Paradiso.

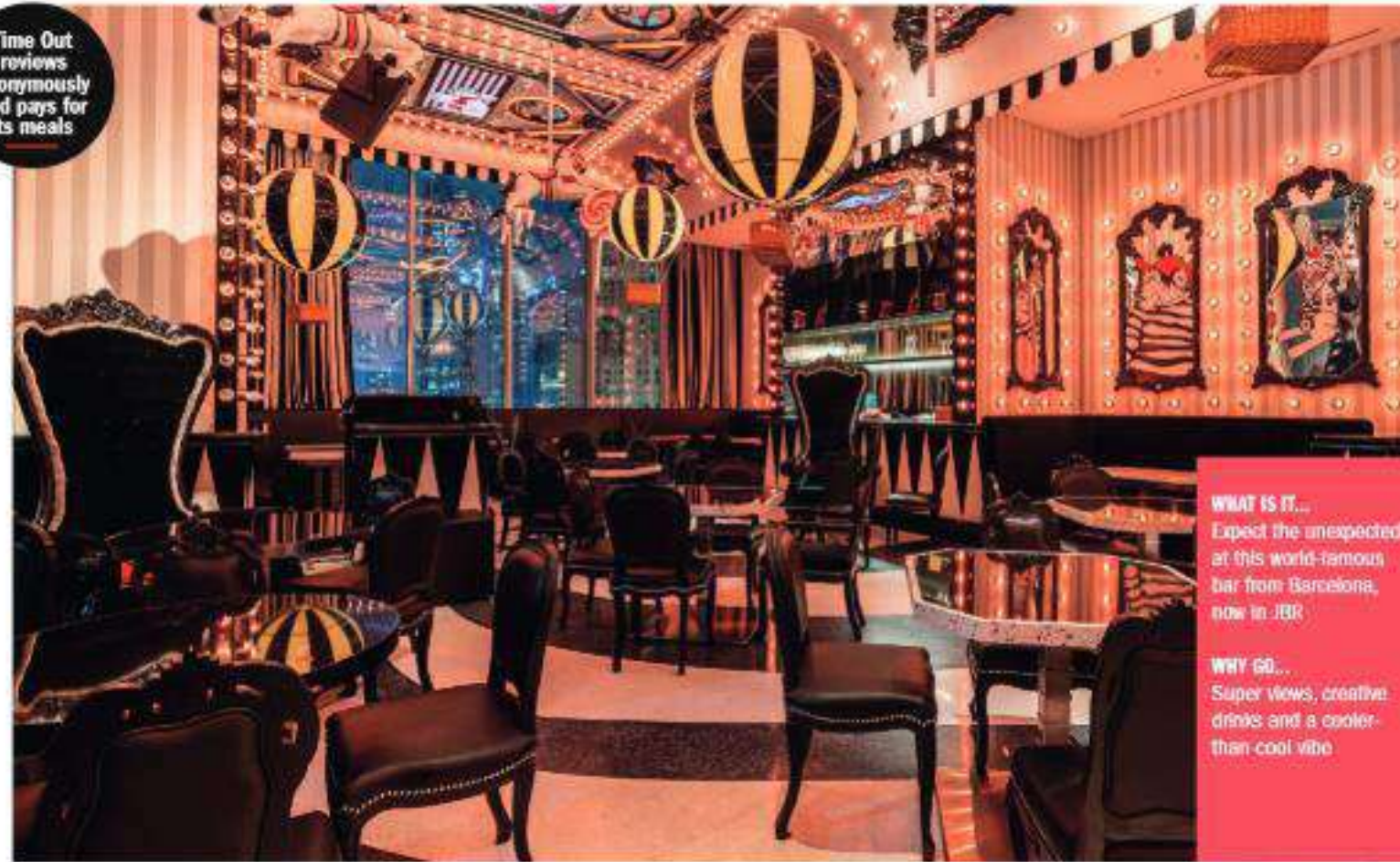
Expect bunsen-burner style delivery, with substance. Alongside Giannotti will be chef David Gil Rovira, whose expertise in Spanish cuisine makes the perfect pairing. No smoke and mirrors in this place.

Open now. 7pm – 2am week days. FIVE LUXE JBR, The Walk JBR [luxejbr.fivehotelsandresorts.com](http://luxejbr.fivehotelsandresorts.com)

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Time Out reviews anonymously and pays for its meals



**WHAT IS IT...**  
Expect the unexpected at this world-famous bar from Barcelona, now in JBR

**WHY GO...**  
Super views, creative drinks and a cooler-than-cool vibe

## Paradiso

★★★★★

→ Open Mon-Thu 7pm-2am, Sat 4pm-3am, Sun 7pm-3am. Licensed. FIVE LUXE JBR, [jbr.fivehotelsandresorts.com](http://jbr.fivehotelsandresorts.com) | 04 456 9989

**THERE IS ONE** thing Dubai does better than anywhere else: a beverage in a swanky place with jaw-dropping views. But few places do it with the flair that new arrival Paradiso serves up.

Hailing from Barcelona, the OG is a world-renowned bar known for crazy concoctions and wacky presentations. It's safe to say Paradiso Dubai lives up to that type in more ways than one.

Sitting pretty on the ninth floor of the plush FIVE LUXE JBR, you're met with some very funky interiors. Think zebra patterns mixed with mini hot air balloons hanging from the ceiling above, black and white striped floors. It sounds a bit wild, but we bet it's the craziest harmonious blend you've ever seen.

The space is adorned with life-sized carousel horses and carnival lights. No, this isn't an amusement park, but a delightful escape from the ordinary for grown-ups. You instantly clock you're in for a fun night.

Step outside and the wow factor goes up a notch (or three). A spacious rooftop, with the same circus vibes, offers stunning views of the Palm and Bluewaters, with the backdrop of ultra-luxe yachts passing by Ain Dubai.

The drinks come out in the most flamboyant fashion imaginable. The concoctions combine a mad scientist-style delivery with unique flavour infusions. Here, you can expect the unexpected. From mixed drinks served in everything from treasure chests to oyster shells (or ice cream cones because, well, anything goes in Dubai), bartenders here are clearly doing the most.

If you're in the mood for something creamy, order the Paradiso Express. With notes of coffee, banana and sesame toast, it's a winner. Oh, and it arrives in a little choo-choo train – get those taste buds ready for the journey. For something light and sweet, opt for The Legacy. You'll

**“It sounds wild, but we bet it's the craziest harmonious blend you've ever seen”**

get fat-washed olive oil, rosolio, fennel cordial and caper honey, presented in a hollowed-out hardcover book (yes, really).

While drinks might not be the most affordable in the city, hovering either side of Dhs100 a pop, the experience is worth every penny. That said, take advantage of the Saturday after-brunch deal or Thursday ladies' night.

Sit, sip and take in the sights. When we said expect the unexpected, we really meant it: Paradiso brings the Spanish/carnival/funky flair Dubai didn't realise it was missing.





**WHAT'S ON**

NEWS EAT & DRINK THINGS TO DO CINEMA CULTURE WE ARE 45



**Bar review: Paradiso Dubai, FIVE LUXE JBR**

**Roll up, roll up, a circus of Spanish flare has breezed into town...**

When it's at its best, hospitality plays out like a conjuring trick. You're presented with something that, at least initially, feels familiar and unexceptional but after some creative misdirection, a dramatic shuffling of the deck... Abracadabra, your expectations shatter as the metaphorical rabbit is yanked from the hat.

And like illusionism, it's often what you don't see that makes a particular leisure experience magical. You're concentrating on the right hand, whilst the left is deliberately held back and doing all the work. But one of Dubai's newest drinking holes, Paradiso goes yet further, inviting the line between bar craft and wizardry to disappear.

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## Ladies' night in Dubai: Your ultimate guide to the best deals every day of the week

### Paradiso



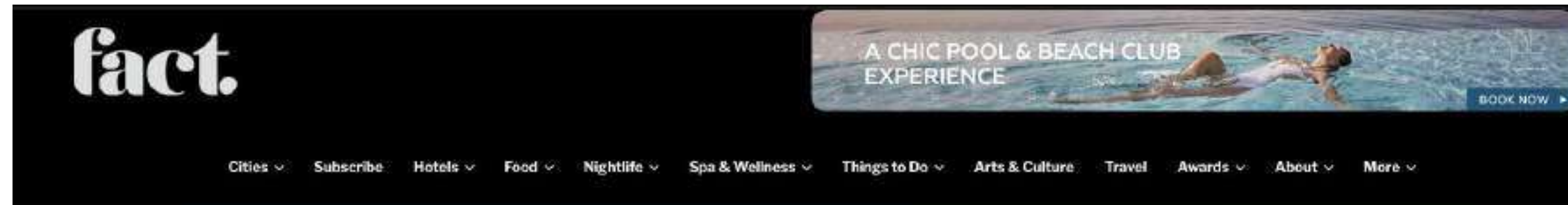
**What's the deal:** Enjoy three tapas dishes and four drinks for Dhs200

Ladies, Paradiso has you covered on Thursdays. From 7pm until 11pm, head over to the swanky cocktail bar for an incredible night of bold cocktails and incredible theatrics.

*Paradiso, FIVE LUXE, Thursdays from 7pm to 11pm, Dhs200 for four drinks and three tapas. [@paradisodubai](#)*

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### The whimsical watering hole features glow-in-the-dark libations and playful glassware.

When a bar hits number one on The World's 50 Best Bars ranking, you know it means business. Paradiso has made its way from Barcelona to the newly-opened [FIVE Luxe](#) in Dubai and is a must-visit venue.

More than just a [bar](#), Paradiso provides an experience rooted in the art of wonderment anchored around impressive interiors, beguiling beverages, and tempting tapas. Over-stimulation prevails from the moment the velvet drapes are swept back to reveal the striking interiors, which immediately causes you to revert back to a sense of childhood nostalgia.

Dubai's new hip hangout is inspired by magic surrealism and has crafted a monochrome paradise that would make Willy Wonka proud. The décor features everything from hot air balloons suspended mid-flight to oversized lollipops and carousel horses that have broken free of their moorings. A bar counter sweeps down the righthand side of the venue, yet the majority of the action at Paradiso takes place on the terrace, which overlooks the JBR beachfront and almost-in-motion Ain Dubai.

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## Bars and restaurants

Winner Dubai



Paradiso at Five Luxe JBR

Bar-wise, the mix of venues runs the gamut, from grand cocktail spots including gold-dipped Gilt in the Burj Al Arab and the circus-style rooftop space Paradiso to secreted speakeasies and listening rooms. Then there are the pocket-friendly,

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Photo Jure Ursic, courtesy Five Hotels

### Ronin

At the end of March, Dubai hotel brand Five opened its third property in the city. Standing tall on JBR, Five Luxe is its most ambitious project yet – not only in scale, but with a seriously impressive line-up of international brands housed within, from Ibiza’s Pacha beach club to Barcelona’s award-winning bar, Paradiso. The jewel in its culinary crown is Ronin, a sultry fine-dining Japanese. While the city hardly needs another Japanese restaurant, it feels like a good fit here. Accessed by a separate entrance to the right of the hotel lobby, entering Ronin is a theatrical affair. As I’m guided through from the reception, the friendly hostess stops to bang a gong inside the doorway, before the team of chefs welcomes me from the open kitchen with clanging pans and sparking flames. Clusters of red-lit paper lanterns hang above slick black tables, while two circular pergolas sit raised above the restaurant, offering novel private dining spaces. I can just about still get away with a seat on the terrace, where panoramic views stretch from Bluewaters to Palm Jumeirah. It’s a vast menu, but with

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CULTURE — OCTOBER 2, 2024

## 6 Unforgettable Asian Restaurants in Dubai

by MICHAELA SOMERVILLE



### Ronin

Located in Five Luxe, the swisher iteration of the revelry vibes hotel and resort group which debuted earlier this year, Ronin is an entirely new concept, inspired by Japanese warriors and the boldness of *irezumi* living artworks. Arriving on the ninth floor, Ronin is one of several restaurants and bar options on offer. Upon entry, the restaurant fit-out is visually stunning and beautifully thematic, an impressive introduction to a night out. The ceiling is illuminated by a sky of traditional red lanterns, their warm glow adding an intimate feel to the space, which is buzzing with a young and party-ready crowd by 10pm. Two pergolas bookend the restaurant, perched on elevated platforms, they offer a private dining experience for small groups. A dramatically echoing gong and burst of flame from the kitchen's burners welcomes each new guest's arrival, with table and kitchen staff shouting a welcome in unison. Headed by Chef SK Choi, Ronin's menu is a

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## These Dubai date night spots are IT



Recently opened Ronin, located on level 9 at FIVE LUXE, JBR, gives all the romantic feels with its dark lighting and ceiling covered in red lanterns (no one wants bright lights on date night). Whether you opt for the live fire cooking at its Teppanyaki and Sushi Bar, share a meal at one of the Pagoda-style tables, you and your date will have plenty to talk about when it comes to the tasty menu or classy setting.

**Where:** FIVE LUXE, JBR

[luxejbr.fivehotelsandresorts.com](http://luxejbr.fivehotelsandresorts.com)

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Ronin



When the hotly anticipated FIVE LUXE opened at the end of March, it brought with it a string of new drinking and dining venues. Among them is homegrown Japanese fusion restaurant, Ronin, bringing an Instagrammable touch to gourmet Asian dining on JBR. Currently open for dinner only, perch up in the dimly lit restaurant where dramatic interiors set the tone, or enjoy pretty beach and Ain Dubai views out on the terrace. For upping the wow factor, guests can also book the counter seating, and enjoy front row seats to the culinary team at work. On the menu, expect platters of sushi, raw plates of fresh fish, and an extensive offering of surf and turf from the robata.

Ronin, FIVE LUXE, JBR, 6pm to 2am daily. Tel: (0)4 455 9989. @ronin\_dubai

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REVIEW:  
**RONIN**  
 Putting high-octane  
 theatrics into modern  
 Japanese dining

**W**hen FIVE LUXE made its hotly anticipated debut earlier this year, its splashy beach club Playa Pacha; and export of lauded Barcelona bar Paradiso were much discussed. But Japanese restaurant Ronin got less of the limelight. So when we dine one mid-week night in August, we're surprised to see it so busy. Granted, upon arriving for our 7pm reservation, we're perhaps the second table to be seated. But by 9pm, there's barely a free table in the restaurant.

Situated in a strip of restaurants and bars on the hotel's 9th floor, we're greeted out of the elevator by a friendly hostess. To the right you'll find Paradiso; instead, we're guided to the left, along the terrace of soon-to-open French restaurant Tete a Tete to the entrance of Ronin, lit by a neon red sign that confirms we're in the right place. We gaze enviously at the lounge seats that line the terrace, complete with lovely sea and Ain Dubai views that will make it a sought-after sundowner spot when the weather cools.

Inside, the restaurant is as Instagrammable as you'd expect: hundreds of red lanterns hang from the ceiling, private dining can be enjoyed in elevated pergolas or at a sushi bar that



runs along the entire length of the huge open kitchen, and as every guest walks in, a gong is sounded. A special mention should be given to the music, a mix of R&B and house hits that adds to the ambience, without drowning out what our dining partner is saying.

We perch up at the sushi counter, and are immediately greeted by chef SK Choi, the animated head chef behind Ronin's menu of modern, fun-dining Japanese dishes. Throughout the night, he's frequently in and out of the kitchen, checking-in on diners and serving up dishes straight from the teppanyaki grill, providing a level of interactivity that guests lap up gleefully.

The extensive menu is the kind you want to return to time and again to try everything, and as we peruse it, we order edamame (Dhs40), which arrives piping hot and straight from the Teppanyaki, seasoned with just the right amount of salt. The crispy tuna pizza (Dhs140) is an excellent place to start, with a crispy tortilla base layered with slivers of tuna, and topped with slices of jalapeno and grated truffle added at the table.



WHAT // REVIEW  
 Words: Alice Holtham-Pearlin

We're not such fans of Ronin's take on KFC (Dhs80), and the pieces of chicken stuffed with a truffle mochi rice are a little dry. The wagyu beef gyozas (Dhs105) fare much better, set on a bed of ponzu butter, they get the ratio of crispy and juicy just right, although perhaps don't need the truffle shaving topping.

It's easy to fill up on the starters and sushi, but save room to try the ise ebi giant prawn (Dhs180), which serves up meaty pieces of prawn with a punchy garlic jalapeno butter; and the kimchi beef fried rice (Dhs85), perfectly salty with a golden egg yolk mixed in.

Whether you're looking to end your meal indulgently, or something a little lighter, the concise options have something to suit everyone. The light and fruity mochi (Dhs55) are the perfect antidote to the sugary Japanese donuts (Dhs55), stuffed with caramel and served with a side of ice cream.

Ronin, FIVE LUXE, The Walk, JBR, daily 6pm to 2am. Tel: (0)58 202 2110. @ronin\_dubai

**WHAT'S ON  
 VERDICT**

Fun dining that doesn't compromise on quality? Make date night reservations ASAP.




**WHAT'S ON** NEWS EAT & DRINK THINGS TO DO CINEMA CULTURE SUMMER DEALS

**ronin\_dubai**  
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Since FIVE LUXE opened its doors at the end of March, I've slowly been making my way around all of the hotel's drinking and dining venues. This week, that meant checking out Ronin, a high-energy, modern Japanese restaurant on the 9th floor. It's as Instagrammable as you'd expect: hundreds of red lanterns hang from the ceiling, private dining can be enjoyed in elevated pergolas, and as every guest walks in, a gong is sounded. The extensive menu is the kind you want to return to time and again to try everything, and I certainly will be. But the crispy tuna pizza (Dhs140) is an excellent place to start, with a crispy tortilla base layered with slivers of tuna, and topped with slices of jalapeno and grated truffle added at the table. - *Alice Holtham-Pargin, Group Editor*

[@ronin\\_dubai](#)

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## WHAT'S ON

NEWS EAT &amp; DRINK THINGS TO DO CINEMA CULTURE FESTIVE

SIGN UP UAE

## 4 fun new party brunches in Dubai you need to try

## Ronin



This high-energy Japanese restaurant at FIVE LUXE is home to the city's newest party brunch, serving up sharing plates of its self-described 'rebellious' Japanese dishes against the backdrop of stunning views every Saturday. Book a table on the terrace for the best views of Ain Dubai and the Arabian sea, or sit indoors if you want to be closest to the culinary action from the open plan kitchen. There's an array of hot and cold starters to begin, followed by an Instagrammable display of sushi and maki, including the signature Ronin spicy tuna. For mains, choose from options like yuzu black cod or grilled Wagyu tenderloin with onion, mushroom and chimichurri, before an array of desserts served on dry ice are presented to the table. It's all served up to cool R&B tunes, and paired with an impressive array of drinks that includes cocktails in the house package.

*Ronin, FIVE LUXE, JBR, 1pm to 4.30pm, Sat, Dhs395 soft, Dhs495 house. Tel: (0)4 455 9989. [@ronin\\_dubai](#)*

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TimeOut

## The best sushi in Dubai: 22 places to try incredible maki, nigiri and more

Your definitive list of where to get the best sushi in town

### Ronin



The best sushi in Dubai. Credit: Ronin.

If authentic Japanese is your thing, we have a feeling you'll really love the sushi at Ronin. Located at the new FIVE LUXE JBR and led by celebrity chef Sin Keun Choi 'SK,' who has a notable background cooking at multi-award-winning restaurants, here you can expect gourmet sashimi and rolls, with a vibrantly fun twist.

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## 10. Experience the art of Japanese cuisine at irezumi-inspired Ronin

Experience the art of Japanese cuisine at *irezumi*-inspired Ronin. As an homage to a rebel warrior, Ronin embodies the essence of rebellion and wanderlust. Ronin invites guests to indulge in the artistry of Japanese delights crafted by award-winning chefs, where culinary excellence meets the spirit of the wandering warrior.

Whether you opt for the live fire cooking at its Teppanyaki and Sushi Bar, share a meal in one of the Pagoda-style tables, or experience the intimacy of private dining, each space exudes the playfully defiant vibe of Ronin.

With panoramic views of the Arabian Gulf and Palm Jumeirah from its stylishly spacious outdoor terrace, Ronin offers a dining experience like no other.

Where? level 9, FIVE Luxe, The Walk, Jumeirah Beach Residence

When? Open daily from 6 pm to 2 am

[VIEW ARTICLE](#)



## Review: Ronin

By goodfoodme | June 5, 2024

*Sponsored: Perched on the ninth floor of the newly-launched FIVE LUXE resort, this fine dining destination is inspired by the rebellious spirit of the masterless samurai warrior Ronin*

The restaurant features striking hand-painted murals with samurai and folklore motifs, creating a bold and unconventional atmosphere. Led by award-winning Chef Sin Keun Choi, the culinary team crafts artistic Japanese delights that blend culinary excellence with playful defiance.



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## Ronin review: Elegant Japanese flavours at Dubai hot spot Five Luxe are a crowd pleaser

► Explosion of class and taste awaits at fantastic new dining venue



The tuna crispy is one of Ronin's signature starters, and perfect to share. Photo: Five Luxe

There's no doubt about it, [Five Luxe](#) is one of the most discussed hotel brands in the [UAE](#) right now – particularly in [Dubai](#).

With hotels in JVC and Palm Jumeirah, Five is known for its parties and upbeat atmosphere, and the chain's third offering does not disappoint in that regard.

But its food and beverage offerings could be what really make this JBR venue stand apart, and Japanese restaurant Ronin could prove to be a real crowd pleaser.

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fact.

Saturdays from  
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Food Arts & Culture Travel Events Things To Do Hotels Spa & Wellness Reviews Awards Fashion About



### The best Japanese restaurants in Dubai 2024

August 22, 2024

#### Ronin – FIVE LUXE

Celebrity chef Sin Keun Choi is behind Ronin at the new FIVE Luxe. The restaurant offers an innovative take on Japanese food and draws its inspiration from an unlikely place: the country's warriors. The idea aims to bring together fun and fine dining. Located on JBR, it includes a beautiful beachfront setting, and live cooking stations to keep you entertained. The venue spans indoor and outdoor seats, from a sushi and teppanyaki bar to pagoda-style sharing tables.

GO: Visit <https://luxelbr.fivehotelsandresorts.com> for more information.



VIEW ARTICLE



# The best new restaurants to try in the UAE this month

SENIOR EDITOR 7 MAY 2024

## Ronin

Housed within the ultra-chic **FIVE LUXE** hotel, Ronin offers a captivating journey through modern Japanese cuisine in a setting that blends contemporary glamour with timeless elegance. The restaurant's culinary philosophy revolves around innovative interpretations of classic Japanese cuisine. Fresh, seasonal ingredients take centre stage, meticulously prepared using traditional techniques with a modern twist. Expect an emphasis on sushi, sashimi, and enticing robata-grilled options. Signature dishes include the miso black cod with yuzu glaze and the tiger prawn tempura. For a truly decadent experience, don't miss their take on the classic Hokkaido Japanese cheesecake.

DSCVR: Ronin, FIVE LUXE, The Walk, Jumeirah Beach Residence, Dubai. [@ronin\\_dubai](#)



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## Brunch with a rebellious twist is on at Ronin

SAMIA QAIYUM 2 JANUARY 2025



**Four distinct cooking techniques come together every Saturday at this immersive Japanese eatery in FIVE LUXE.**

Keep your brunch game strong as you go into 2025, starting with brunch with a side of rebellion à la Ronin. Inspired by Japan's rebel warriors (hence the name), the all-new, irezumi-inspired brunch serves bold Japanese cuisine through four distinct cooking techniques: teppanyaki live cooking, hand-rolled sushi, kushiyaki, and robatayaki grill.



Home > Life > Could Dubai dethrone Ibiza as party capital of the world?

## Could Dubai dethrone Ibiza as party capital of the world?

The golden age of beach clubs is here

By Megan Tomos Published: Aug 26, 2024



Supplied

For a city already famous for its affluent beach club scene, **Dubai** is on the brink of elevating its party game to legendary status. Having absorbed some glitzy international **venues** already, and with Ibiza heavyweights O Beach and Ushuaïa landing this autumn, the city is vamping up its reputation for nightlife. Like it or not, Dubai is set to give Ibiza a serious run for its money.

Ibiza's biggest **party hotspots** have actually been vying for a bit of that coveted Dubai glory for some time, with some venues having made multiple attempts to open in the city. Following the closure of the Pacha Ibiza nightclub in Madinat Jumeirah in 2016, **Ibiza's iconic Pacha brand opened the new Playa Pacha at the FIVE Luxe hotel in JBR earlier this year**, seemingly paving the way for a long line of Ibiza beach club imports in the city.

VIEW ARTICLE



# This is where you'll find DXB's IT girls partying

We refuse to gatekeep this hotel's unbeatable line up of events 🍷👠

By Sara-Aisha Kent Published: Nov 15, 2024



Via Canvapro, Instagram @fiveuxejbr

Brat girl summer may be over but we are not ready to shake off the big energy, bold vibes, and unmatched glam.

That means that a roster of events is a must for the IT girls of DXB and we refuse to gatekeep that one of the city's newest hotels is the place to be \*every\* day of the week.

From poolside beats to next-level foodie experiences and unforgettable parties, this hotspot is where the scene happens. Ready to live your best life? Check out what's popping at FIVE LUXE right now.

VIEW ARTICLE





LIFESTYLE

### *Why Playa Pacha at FIVE LUXE is the Ultimate Destination This Season*

by Harper's BAZAAR Arabia / November 14, 2024

#### *Dive into Dubai's beach club scene*

Dubai's beach club scene is booming, with new hotspots emerging every season, each competing to outdo the last. As the weather finally cools and outdoor vibes heat up, there's no better time to dip into a poolside paradise or bask on a sunlit beach. And for those looking to elevate their sun-soaked afternoons and sunset soirées, Playa Pacha at FIVE LUXE is Dubai's new epicentre of entertainment.



[VIEW ARTICLE](#)



## 36 of The Very Best Pool Days in Dubai | Bazaar's Luxe List

BY Natasha Faruque, Laura Keil And Abigail Thakadu / September 2, 2024

### Playa Pacha at FIVE LUXE, JBR

Europe's legendary entertainment brand, The Pacha Group, debuts its pool and private beach club with dazzling, weekly performances by the world's top artists on Jumeirah Beach Residence's glamorous beachfront resort, FIVE LUXE. Indulge in Mediterranean delights and exquisite sips, while enjoying a vibrant lineup of live entertainment orchestrated by the pioneer of Ibiza's dance and cultural movement featuring chart-topping international DJs.



Experience unparalleled party vibes and 'Come Play' like never before at this ultra-luxe venue, framed by its sprawling private beach with uninterrupted sweeping sea-views and glittering sights of the Arabian Gulf and Palm Jumeirah. Backed by FIVE LUXE's LEED Platinum luxury ecosystem – the World's Highest-Rated 5-Star Hotel Green Building (LEED v4) and 100% solar power and sophisticated building systems – Playa Pacha is unlike any other venue in Dubai.

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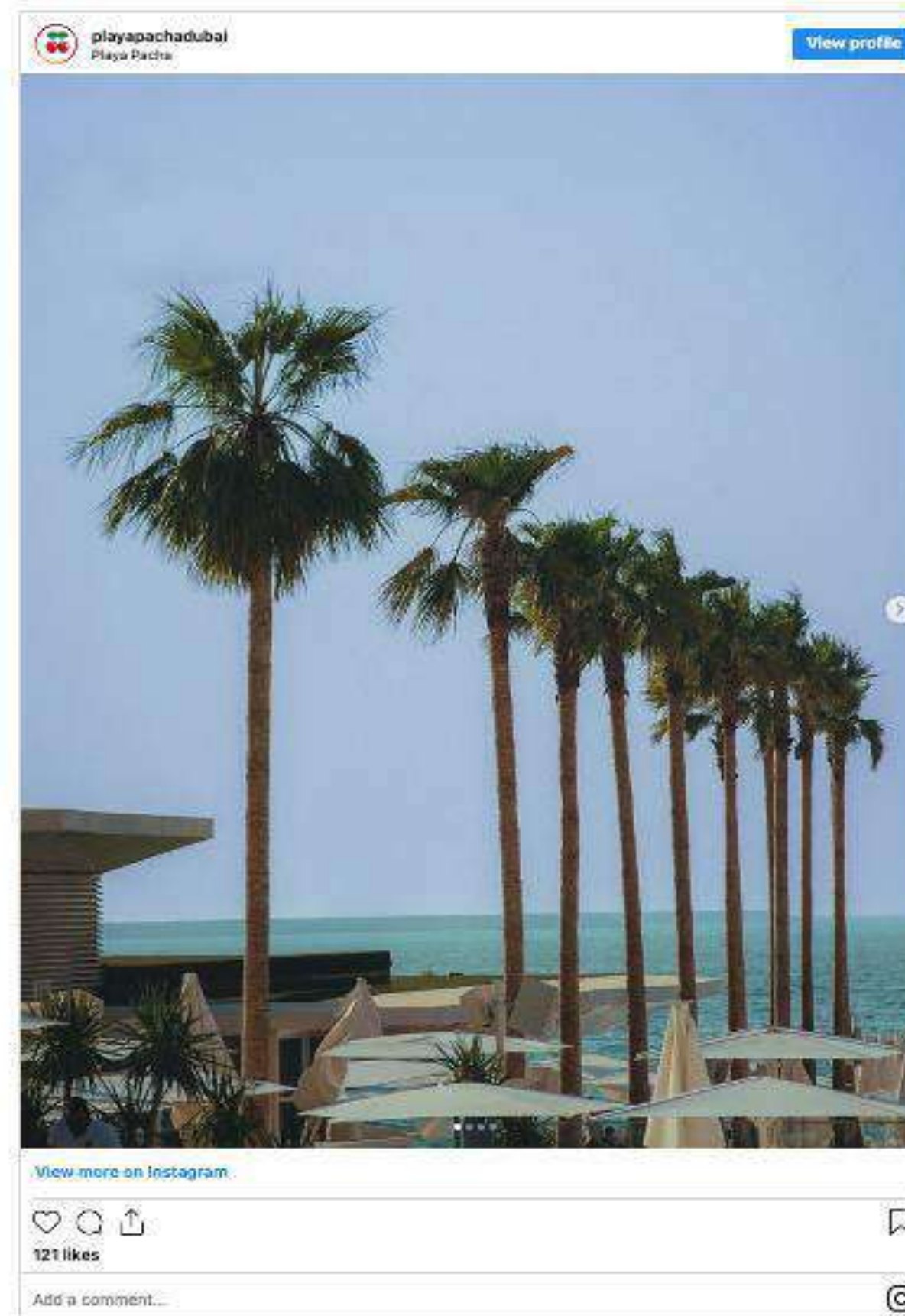
GRAZIA

By Team GRAZIA

## THE GRAZIA DUBAI WEEKEND GUIDE: NOVEMBER 15 TO 17, 2024

*Weekend mode: activated.*

### A LUXE POOL DAY PASS



Soak up the sun in style at the newly opened Playa Pacha at FIVE LUXE in JBR. Enjoy the best weather Dubai has to offer in the company of chart-topping DJs and stunning beachside views. Even better, the daily pool pass, available from 10am until sunset, is fully redeemable every day of the week, priced at Dh300 for women and Dh500 for men.

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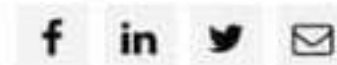


## Playa Pacha

A hot and happening beach club by one of the biggest nightlife brands in the world



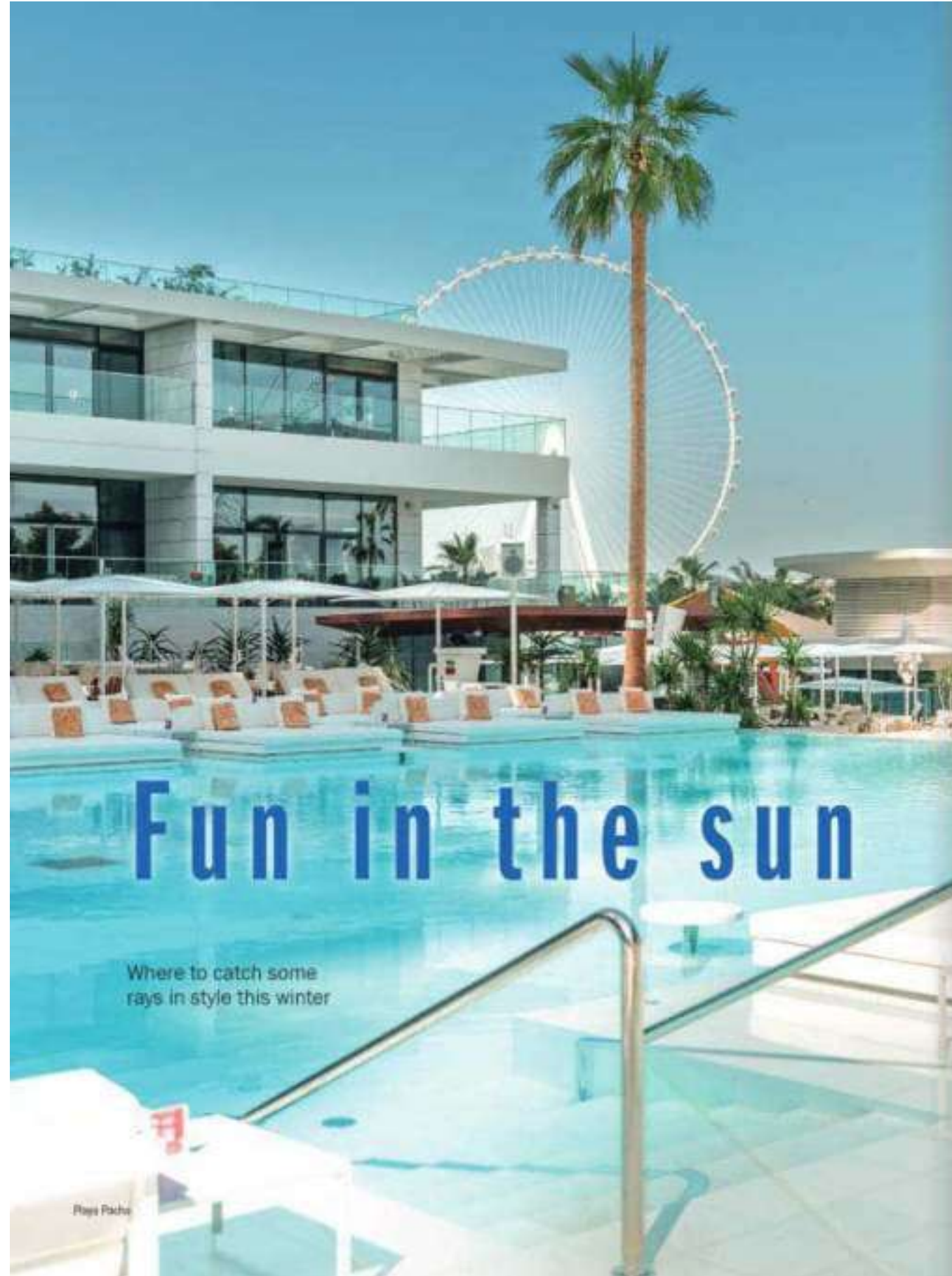
Credit: Playa Pacha



Is there anything FIVE can't do? Three of the busiest party hotels in town? Check. Popular restaurants and bars that are doing the most? Yup, done. Throwing huge weekly parties featuring international DJs? Sure. And now, the newly launched Playa Pacha is FIVE's latest hit.

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# Fun in the sun

Where to catch some rays in style this winter

Playa Pacha

**W**inter in Dubai – there's no better place to be. And Dubai's beach and pool clubs are world-famous, for good reason. Whether you're on holiday or just pretending you are, nothing gives you those waxy vibes more than a day lazing on a lounge. Whether it's pumping party beats, ladies' day deals and free-flowing drinks that float your beach boat, or a chilled tanning session at a chic seaside spot, there's a sunbed with your name on it. Ready to soak it up on the sand? Here are the best beach and pool clubs in town, officially – as named at the Time Out Dubai Nightlife Awards 2024.

## BANGING BEACH CLUBS

### BEACH BY FIVE

If it's a lively beach party that you're looking for, then Beach by FIVE is the one for you. With 150m of private beach looking out to Dubai Marina, Dubai Harbour and Ain Dubai beyond, the backdrop makes for some pretty impressive Insta shots, too. And that's before we start talking about the sunken hot tubs and glass-sided beach pool adorned with a chandelier. It also hosts massive beach parties and top-name DJ, so choose your best ozone and head to a lounge.

→ Nov 09-200. Open Sun-Thu 9am-6am, Fri-Sat 8am-2am. FIVE Palm Jumeirah, Palm Jumeirah, beachclubdubai.com (04 455 9800)

### COVEBEACH DUBAI

COVEBEACH is back and better than ever at its stunning location in JBR's La Vie. This beach club has evolved from its original spot at Jumeirah Beach Hotel to Bluewaters and most recently, to the pristine terrace overlooking Ain Dubai. The Insta-worthy space boasts day beds, an infinity pool and a luxurious vibe.

The food menu is as indulgent as the setting, with seafood taking centre stage. Head early for a laid-back day, but the party picks up in the afternoon. With a chic atmosphere, upbeat DJs and a cool vibe, COVEBEACH is the perfect spot for a day of fun and luxury.

→ Nov 09-200. Open daily 10am-6am. La Vie Jumeirah Beach Residence, covebeach.com (050 454 9900)

### DRIFT BEACH DUBAI

One of the chicest beach clubs in the city, DRIFT is a stellar place to chill in an elegant environment overlooking the sea. Housed at the exclusive One&Only Royal Mirage, this stunning beach club has a gorgeous infinity pool, 1km of private beach and a menu of French grabe and Mediterranean cuisine. There's even a new Sex Lounge for when you want to relax and dine with a vista. With super views across to the skyscrapers of the Marina and a backdrop of the Arabian Gulf, this is one



of the most elegant and best beach clubs in town. Don't miss it.

→ Nov 09-200. Open Sun-Mon, Wed-Fri 10am-6am, Tue, Thu-Sat 10am-6am. One&Only Royal Mirage, Drift Dubai, driftbeachclub.com (04 455 2200)

### KYMA BEACH

From the team behind Twigg and La Centrale, Kyma is a must-visit beach club on Palm West Beach if you're looking for chic vibes and a Grecian feel. Having opened in late 2022 it's rapidly become one of the best beach clubs in Dubai thanks to its sugar soft sand (it's imported from the Maldives) and mellow, elegant vibes.

There's a menu of delicious Greek bites, fresh dips and skewers, plus a decent grabe list to sip on while you take in the views out towards Dubai Marina.

→ Nov 09-200. Open daily 10am-6am. Palm West Beach, Palm Jumeirah, kymabeach.ae (04 456 9844)

### PLAYA PACHA WINNER

This vibrant and ultra-popular beach club has quickly made a name for itself since its opening in March 2024. Located in the budding JBR area, Playa Pacha is home to four large swimming pools that extend to the beach. With its chic white and beige décor

accented by Pacha's iconic red cherries, Playa Pacha offers a fashionable vibe, ideal for when you're in the mood to flaunt your designer swimwear and trendy poolside attire. While not the place for a laid-back beach experience, Playa Pacha promises incredible views, upbeat music and an electric atmosphere, making it a must-visit destination for poolside party-lovers in Dubai. And the best part is – it's all fully redecorated.

→ Nov 09-200. Open daily 10am-6pm. FIVE LUXE JBR, playapachadubai.com (04 455 9800)

### NIKKI BEACH UGLY COMMENTED

This iconic beach club is famed the world over with vibrant beach clubs from Marseille to Saint Barth, St. Tropez to the original in Miami. In Dubai, the popular beach club can be found on Palm Jumeirah, a gorgeous location with incredible sea views and a lively fun-loving vibe. A huge job it set back from a beautiful sandy beach, while you'll find plenty of cabanas and day beds, prime for lounging while you take in the top entertainment before heading to the DJ at the sun sets. It's just been revamped, too.

→ Nov 09-200. Open Sun-Fri 10am-6pm. Palm Jumeirah, Nikki Beach, nikkibeach.com (04 476 4900)

## BRILLIANT BEACH CLUBS



WHAT'S ON

ETIHAD ARENA

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92

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NEWS EAT &amp; DRINK THINGS TO DO CINEMA CULTURE

## 8 incredible new pool and beach clubs in Dubai

### Playa Pacha



**Playa Pacha**, builds on the rich musical dynasty of its Ibiza sister – set here across a dazzling private pool and beach complex. It's a playground for sun-bronzed revellers, a beachfront leisure treasure bathed in glitz, glamour and sparkling glamour. Having opened in March, it's staying open all summer long, inviting Dubai residents to enjoy fully redeemable pool passes while listening to sizzling tunes from the live DJs.

**Daily: Dhs300 ladies, fully redeemable; Dhs500 gents, fully redeemable**

*Playa Pacha, FIVE LUXE JBR, daily 8am to 8pm. Tel: (0)4 455 9989. [@playapachadubai](#)*

[VIEW ARTICLE](#)



## WHAT'S ON

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SIGN UP UAE

## 28 Dubai pool and beach passes that are all fully redeemable

### Playa Pacha



One of the hottest new spots in Dubai, Playa Pacha brings Balearic vibes to the shores of JBR, with a lively pool and beach experience backdropped by Ain Dubai views. The sleek and modern beach club at newly opened FIVE LUXE has a duo of experiences for guests, whether they prefer to perch up poolside or relax on the beach. If you opt for the pool day (daily from 8am), it's Dhs300 for ladies and Dhs500 for gents, all of which you'll get back to spend on food and drink on the Mediterranean-inspired menu.

*Playa Pacha Dubai, FIVE LUXE, JBR, daily 8am to sunset. Tel: (0)4 455 9989. [luxejbr.fivehotelsandresorts.com](http://luxejbr.fivehotelsandresorts.com)*

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## Review: Playa Pacha

By Blanche D'mello | August 1, 2024

Playa Pacha, FIVE LUXE JBR's latest beach and pool club, has quickly become the go-to spot at the beachfront destination. With Ibiza-inspired beats from resident DJs and a lively vibe, it's the perfect place to soak up the sun and enjoy some top-notch entertainment from Pacha's legendary lineup.



The club features four expansive pools, including a dedicated family area, for a refreshing respite. Guests can enjoy Mediterranean-inspired dishes while lounging on stylish white sunbeds, lounges, and chairs, accented by the iconic Pacha red cherry. Relaxing poolside, immersed in the water, or in a cabana, experience an undeniably glamorous ambience.

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**fact.** UAE

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## The FACT UAE Weekend Guide: 10 to 12 May

📅 4 days ago

### Hit the Playa Pacha pool

Immerse yourself in the electrifying Ibiza-inspired party atmosphere at **FIVE LUXE** JBR's new beach club and pool club. Grab your sunglasses, rally your crew, and step into a legacy of legendary fun and indulgence of the Pacha experience. Available daily from 10am to sunset. AED 200 for ladies and AED 300 for gents (from Friday to Sunday, fully redeemable).

*GO: Visit <https://luxejbr.fivehotelsandresorts.com> for reservations and more information.*



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## Review: Tête à Tête, FIVE LUXE

[Eat & Drink](#)[Restaurants](#)

Written by:  
**Alice Holtham**  
5 days ago

Fancy French dining with a view lands in JBR...

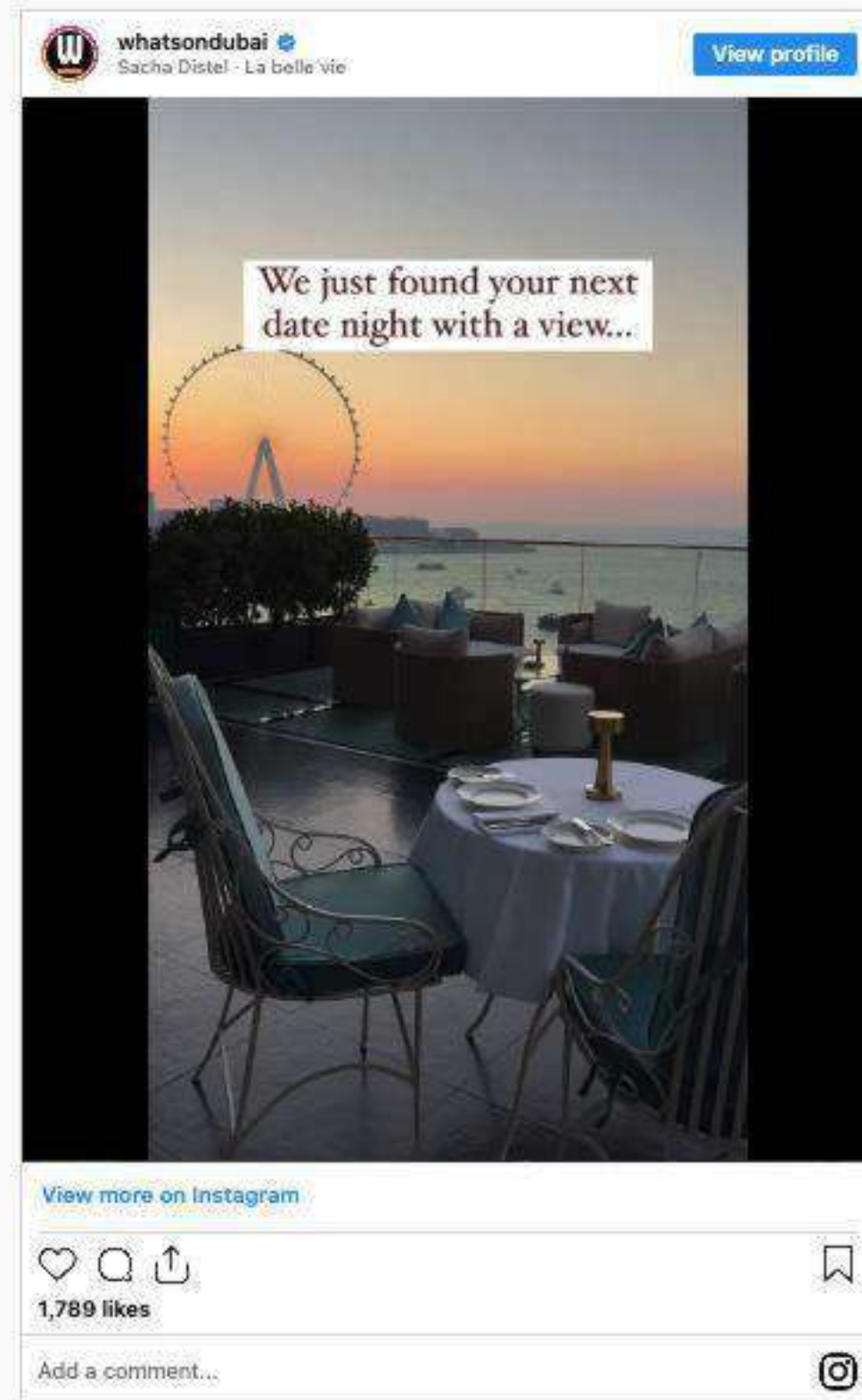
One thing FIVE Hotels & Resorts is good at, is making a splashy entrance. From its lavish parties to its triple height lobbies at **FIVE LUXE** and FIVE Palm Jumeirah, the brand knows how to make an impact. And that instant wow-factor oozes from Tête à Tête, the fancy French restaurant that recently completed the foodie line-up at FIVE LUXE.

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## The 14 best new restaurants in Dubai right now

### Tête à Tête



Described as a culinary destination where French indulgence meets Dubai glamour, Tête à Tête is the final piece of the culinary puzzle at FIVE LUXE. Now open alongside Japanese fun-dining restaurant Ronin; Barcelona's renowned Paradiso bar, and Ibiza-born Playa Pacha, Tête à Tête is a swanky Monte Carlo-inspired brasserie. The restaurant is split between a gorgeous terrace, where Marie Antoinette-style chairs are arranged around tables adorned with crisp white tablecloths; and the indoor restaurant, where you'll find a bar inside a jewellery box, multiple private dining spaces, and a ceiling covered with faux lavender. On cooler evenings, the windows fully open allowing one to lead into the other. On the menu, guests can look forward to refined Southern French fare, with dishes like niçoise salad, foie gras terrine and escargot to start; followed by roasted duck, grilled lamb chops, and dover sole for main.



# These MAJOR restaurants are launching in Dubai this year

Dinner is SERVED

TÊTE-À-TÊTE



Supplied

 FIVE LUXE, JBR

Be transported to the south of France at the new Monte Carlo-inspired restaurant and FIVE LUXE. Indulge in French delicacies while sitting on the oceanfront terrace. Whether you want to enjoy an intimate dinner or celebrate with friends, this venue has it all.

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Lifestyle Food

# The 14 restaurants opening in Dubai in October, at Atlantis The Palm and Five Luxe among others

Swedish chef Bjorn Frantzen will open his first of two restaurants this month, too



Tete-a-Tete is a lavender-themed restaurant at The Walk on JBR. Photo: Five Luxe JBR

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FOOD & DRINK

## Tête-à-Tête

A taste of France in gorgeous surroundings overlooking the sea

Located at the opulent [FIVE LUXE](#) in Jumeirah Beach Residence (JBR), Tête-à-Tête is a French-Riviera-inspired dining destination. Enjoy classic dishes created with modern flair overlooking the Arabian Gulf from the hotel's ninth floor – the perfect place to celebrate *la joie de vivre*.

Whether you're looking for a relaxed lunch spot or a venue for a special [evening out](#), Tête à Tête provides the perfect ambience. On the menu, you'll find everything from foie gras terrine to Provençal chicken, and escargots to succulent roasted duck with endive, clementine and pistachio.

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goodFOOD  
MIDDLE EAST

ingredient, dish, keyword

Search

## 11 spectacular things to do in the UAE in December

### Tête-à-Tête



Be prepared to dine like you're on the French Riviera at Tête-à-Tête, where an elegant dinner can effortlessly transition into an unforgettable party. The menu at Tête-à-Tête showcases classic French dishes, reimagined with a modern flair. For starters, guests can enjoy Escargots or a rich Foie Gras before diving into main courses like Grilled Lamb Chops served with aubergine caviar, goat cheese, and mint, or a succulent Roasted Duck paired with endive, clementine, and pistachio. The Lobster Thermidor and Dover Sole Grenobloise are highlights on the menu, along with the Poisson du Jour, perfect for sharing. The Char-grilled Australian Wagyu Rib Eye and Black Angus Beef Fillet, both dry-aged and cooked over charcoal, offer a unique depth of flavour.

Call +9714 455 9989 or email [flh.dining@fivehotelsandresorts.com](mailto:flh.dining@fivehotelsandresorts.com). Visit [website](#).

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## TÊTE-À-TÊTE

Enjoy exquisite Mediterranean flavours, bubbly toasts, and breathtaking rooftop views of the fireworks at TÊTE-À-TÊTE!. Packages start at AED 1,500 (indoor) / AED 2,000 (outdoor) per person.

Where: JBR



[VIEW ARTICLE](#)





TURISMO

## Destino Pacha Ibiza se transformará en 2025 en el resort de cinco estrellas Destino Five Ibiza



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WHAT'S ON

NEWS EAT & DRINK THINGS TO DO CINEMA CULTURE FESTIVE



## Dubai-born FIVE Hotels is opening in Ibiza

The brand will convert recently acquired Destino Ibiza into a FIVE hotel, according to FIVE's Founder...

FIVE Hotels & Resorts are headed to Ibiza. The Dubai-born hedonistic hospitality brand already operate a duo of hotels in Dubai (with a third launching next year) as well as a property in Zurich, Switzerland. But as they continue with ambitious global expansion plans, the brand is set to open FIVE Ibiza in 2025.

Speaking on his podcast via Instagram, FIVE Chairman and Founder Kabir Mulchandani explained that Ibiza's popular Destino Hotel, which FIVE bought as part of its acquisition of Ibiza-based Pacha Group, would be converted to a FIVE Hotel.



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## DESTINO IBIZA SE CONVERTIRÁ EN 2025 EN EL HOTEL FIVE IBIZA.

El nuevo propietario de Pacha Ibiza Kabir Mulchandani, ha anunciado que el **hotel Destino Ibiza** se convertirá en 2025 en el **hotel Five Ibiza**. *«Siempre quisimos que Destino Ibiza fuera un Five. De hecho, muchos Five han estado inspirados en Destino y, desde ese momento, bajo mi punto de vista, ha mejorado»*, ha contado el empresario a través de sus redes sociales.

*«Five tiene un nombre, una gran identidad independiente y una promesa a sus clientes»*, continúa Mulchandani y añade que habrá **tres marcas en Ibiza: Five Ibiza, Hotel Pacha Ibiza y el club Pacha**. Los diseños del 'merchandising' van a estar separados, pero van a tener similitudes, según explica.

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THURSDAY 12 DECEMBER 2023 READ OUR E-PAPER

# TRAVEL

UAE GULF MENA WORLD BUSINESS OPINION CLIMATE HEALTH LIFESTYLE ARTS & CULTURE TRAVEL SPORT WEEKEND PODCASTS

## Fourteen hotels opening in the UAE in 2024, from Five Luxe to Jumeirah Marsa Al Arab

► Exciting properties are coming up in Abu Dhabi, Dubai, Ras Al Khaimah and Sharjah

### Five Luxe

Scheduled opening: Q4

Emirate: Dubai



A rendering of the main lobby at Five Luxe in JBR. Photo: Five Hotels and Resorts

Five is known for its parties and upbeat atmosphere in Palm Jumeirah and JVC, and this property appears to have a similar ethos, as it brings cabaret club Lio Ibiza's first outlet to Dubai with its opening in winter next year. It will also have several other culinary and nightlife venues throughout the property.

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Real estate

By staff writer

Sun 5 Dec 2021



## Luxury Dubai penthouse at new JBR development sells for \$20.4m

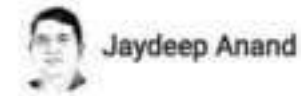
Three-bedroom duplex property, located on the 54th and 55th floors, comes complete with its own private swimming pool



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Resources



Jaydeep Anand

Fri 29 Mar 2024



## FIVE LUXE leading the way in sustainable entertainment ecosystems

FIVE's approach to sustainability, guided by financial logic and technology adoption, was strikingly refreshing and indulgent



FIVE LUXE will communicate a broader message to the world – without the passion and the force of luxury developers, sustainability will remain limited to eco-lodges and vegan meals.

### More of this topic



Resources

The luxury of being ordinary is priceless



Resources

Decoding Financial Investments with Acintyo



Through back-to-back meetings in London last October, the TV presentation flashed high-octane clips of raving beach parties and electric club moments interspersed with extravaganzas of gourmet Italian and Asian dining juxtaposed against youthful bodies frolicking in pools and luxurious rooms. The 8 AM energy of our hotel meeting room sizzled, as FIVE's signature "EAT-ertainment" elements invigorated the stiff suits of our to-be investors sipping on their first coffees of the day.

And yet, the best part of our roadshow arrived, as I watched the presentation jump to a slide of superlatives plastered in green – 100 percent LEED Platinum Group, 100 percent solar-powered Dubai hotels – the eyebrows of our listeners inching higher and higher as each green credential appeared on screen. Facial expressions maxed out – "Highest Rated ESG Company in the World by ISS" brandished FIVE's name at the top of a list of

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Travel & Hospitality

## Revealed: Dubai's upcoming hotels 2024

Several new hotels in Dubai are scheduled to open to the public next year. Here is all the information you need to know

Nicole Abigael

Tue 26 Dec 2023



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Home > Properties > Dubai's FIVE LUXE JBR now open

PROPERTIES

## Dubai's FIVE LUXE JBR now open

The property has 222 hotel rooms and suites of 843 sq m, along with 276 residences

by *Veronica Carpio* | March 31, 2024 08:20 AM GST | SHARE



[FIVE Hotels + Resorts](#)' latest property is now open.

FIVE LUXE JBR has 222 hotel rooms and suites, alongside 276 opulent residences. F&B includes the introduction of Playa Pacha to the emirate, curated by the [world-famous Pacha Group](#) offering all-day pool and beach parties.



Travel & Hospitality

Staff Writer

Mon 11 Mar 2024



ArabianBusiness

**UAE TAX 2024**

Click here for the ultimate guide

More of this topic



Travel & Hospitality

Abu Dhabi investors unite luxury hotel groups



Technology

UAE communications giants bring satellite tech to standard smartphones

## Dubai beachfront destination: Inside FIVE LUXE, a new ultra-luxury development in Palm Jumeirah

Scheduled to open on March 31, 2024, FIVE LUXE in Dubai's Palm Jumeirah will have 222 hotel rooms and suites as well as 276 luxury residences



FIVE Hospitality has announced the opening of their latest upscale development, FIVE LUXE, located on Palm Jumeirah beachfront.

Scheduled to open on March 31, 2024, FIVE LUXE will have 222 hotel rooms and suites as well as 276 luxury residences.

"As we introduce FIVE LUXE, we celebrate the birth of a fresh icon within the FIVE lineage. Featuring unparalleled ultra-luxurious accommodations, distinctive signature suites, locally-inspired and globally recognised culinary delights, and the fusion of the Ibizan lifestyle into Dubai through the unveiling of Playa Pacha, along with the exciting anticipation of Lio Dubai in 2025, FIVE LUXE promises an extraordinary journey filled

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Home > Properties > New opening: FIVE LUXE opens on March 31 offering "unparalleled ultra-luxurious accommodations"

PROPERTIES

## New opening: FIVE LUXE opens on March 31 offering "unparalleled ultra-luxurious accommodations"

The property will feature 222 hotel rooms and suites of 843 sq m, along with 276 residences

by *Veronica Carpio* | March 12, 2024 03:28 PM GST | SHARE



**FIVE Hotels + Resorts'** latest property will open in Dubai on March 31.

Found on JBR, FIVE LUXE will have 222 hotel rooms and suites, alongside 276 opulent residences. F&B will include the introduction of Playa Pacha to the emirate, curated by the **world-famous Pacha Group** offering all-day pool and beach parties.

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Home > Properties > FIVE LUXE sells \$20 million penthouse during first day of unveiling

## PROPERTIES

# FIVE LUXE sells \$20 million penthouse during first day of unveiling

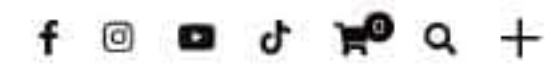
The three-bedroom penthouse is in the upcoming FIVE hotel along JBR

by Josh Corder | December 5, 2021 | SHARE



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LIFESTYLE TRAVEL

# OUR STAY AT FIVE JUMEIRAH VILLAGE BY FIVE HOTELS AND RESORTS

February 8, 2024

words by Marie-Pauline Cesari

We have been lucky enough to stay at FIVE Jumeirah Village, and the experience was nothing short of extraordinary. From the moment we entered, it felt like stepping into a realm of luxury and sophistication.

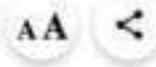


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## Living Meets Glamour At FIVE Jumeirah Village

By Team Grazia  
Aug 12, 2024, 11:38 IST



FIVE Jumeirah Village is Dubai's ultimate lifestyle and high-octane entertainment destination, complemented by some of the city's finest culinary experiences and complimentary, exclusive access to the stunning 150 meters of private Beach by FIVE, at FIVE Palm Jumeirah, ensuring a luxurious sun-soaked escape.

The pinnacle of chic penthouse living, the hotel offers 269 pools and Jacuzzis, alongside sprawling green terraces that are perfect for hosting high-rise pool parties, sunbathing in style, social celebrations or a memorable dinner with stunning views of Dubai.

Immersing yourself freely in the vibrant atmosphere of weekly events with live performances at the hotel's diverse dining and nightlife venues, FIVE Jumeirah Village promises a thrilling and unforgettable experience for everyone.

### BAD AND BOUGIE AT THE MANSION





## FIVE Jumeirah Village



With its collection of more than 250 swimming pools, FIVE Jumeirah Village is an architectural icon in Dubai's hotel scene. All of the two- and four-bedroom hotel apartments come with a private swimming pool, while one-bedroom options have either their own jacuzzi or private swimming pool. This is the hotel to book for splitting your time between partying and soaking up the views from your private pool: a regular roster of events happen at the main social pool, as well as popular restaurants Soul Street and Trattoria by Cinque.

*FIVE Jumeirah Village, Jumeirah Village Circle, private pool villas from Dhs958. Tel: (0)4 248 9999.  
[jumeirahvillage.fivehotelsandresorts.com](http://jumeirahvillage.fivehotelsandresorts.com)*

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**Dip, dive and plunge into these private pools across the seven emirates.**

### **FIVE Jumeriah Village**

Experience penthouse living at this JVC hotel which boasts 269 swimming pools. Escape the everyday with a dare-to-be different stay revolving around good vibes and global dining, that is, if you're willing to leave the comfort of your abode. Each of the hotel's one, two and four-bed sky villas comes with a terrace and private pool, whilst those opting for the master suite will find a hot tub instead.

*GO: Visit <https://jumeirahvillage.fivehotelsandresorts.com> for reservations and more information.*



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Travel & Hospitality



## FIVE Zurich: Switzerland's New Dining And Nightlife Destination

By **Hashem Hmoud** Forbes Middle East Staff Aug 16, 2022, 16:30 PM

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Born in Dubai, the FIVE brand has extended its reach into the heart of Switzerland. Image Credit: FIVE Hotels

**T**here are two sides to Zurich: for those in search of tranquility, Switzerland's largest city offers peace, quiet, and early nights. But the largely German-speaking financial hub is also experiencing a hospitality revolution, as I discovered for myself during a recent stay at FIVE Zurich.

Born in Dubai, the FIVE brand has extended its reach into the heart of Switzerland, offering live entertainment, gourmet cuisine, and luxury that caters as much to its Arab clientele as it does to its European visitors.

After a long flight, I was looking forward to some R&R. It doesn't get much better than

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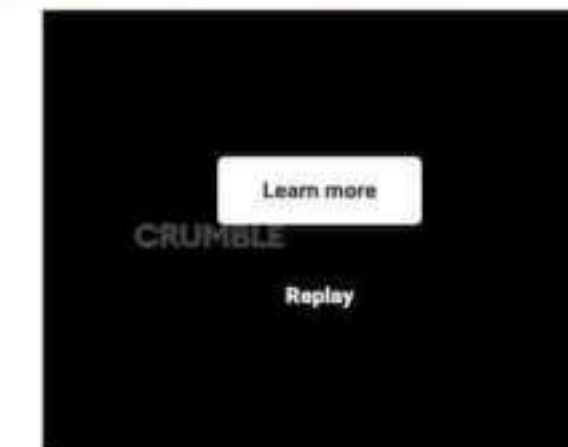
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Travel & Hospitality



## FIVE Zurich: A Hotel Destination Famed For Its Luxury And Entertainment

Aug 23, 2024, 12:11 PM

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The hotel combines Swiss hospitality traditions with FIVE's brand style of service. Image from source.

**Z**urich is one of those timeless cities that offers a rich tapestry of art and culture, a robust nightlife scene, a vault of high-end fashion boutiques—and quite obviously, a vast selection of some of the best chocolates and cheeses known to man.

The city's skyline is punctuated by the sleek towers of global financial institutions and yet, just a short walk away, one can find themselves in the heart of Zurich's charming Old Town, peppered with centuries-old buildings, quaint shops, and historic landmarks.

For an unparalleled stay in this enchanting city, consider [FIVE Zurich](#), a hotel located just a few minutes from the city center, where cutting-edge design meets exceptional service.



# Vogue Reviews: FIVE Zurich

by ANKITA CHANDRA



Photo: Courtesy FIVE Zurich

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LIVING  
حياة

ويبلغ هذا النوع بالموسيقى والفن والتمتع نرونه في أحد أحمل الملاهي الليلية المقامة على السطح في زيورخ وأسديركم هذه الوجهة التي تصح بالنشاط، صابكا ومساءً، بتجربة البار المفعوم بالحوي وتناول الطعام وتجربة المعهى. ويقدم مطعم «ذا بنتهاوس»، الذي يشرف عليه الشيف فريدريك فونشو وينتشر بأكواته الخائزة على جوائز، المأكولات اليابانية العصرية المصحوبة بالمندروبات التقليدية المبتكرة. ويبدو أن هذا المكان الرائع يحتضن كل ما تحتاجونه لفضاء سحرية مثالي، من التمايم الداخلية الفخمة ومنطقة الطعام الخاصة بالحصرية إلى المنزلة الخارجية التي تمنع بإطلالات لا مثيل لها. ولبيدت الموسيقى الحبة والعروض التي يقدمها كبار فناني «بي جي»، إلى جانب حمام به مقبض فريد من نوعه، يسوى أمثلة على بعض التجارب التي لا تنسى المتوفرة هنا. أما من يرغبون في الاستمتاع بتجربة طعام أرقى وأكثر استرخاءً، فتقدم «سينك استوديو» الذي تم افتتاحه حديثاً، ويعتمد هذا المطعم، الذي يرأسه الشيف أنطونيو سينا، على خبرته في مطاعم شهيرة مثل «سينك دبي» و«أرمان ريسيتورانت» الحائز على نجمة ميشلان، لتقديم اللكعات الإيطالية الأصيلة. وتشمل قائمته، التي تركز على المأكولات البحرية الطازجة لمنطقة البحر المتوسط، أطباقاً مثل تونة «بالهيو»، واسكالوب «سكاي»، والروبيان الصقلي من مدينة مازارا ديل فالو.

ولأنه حاصل على أعلى تصنيف من فئة 5 نجوم وتفسير «التصميم المنحصر» من جمعية «أوتيليري سويس» المرموقة، نأكدوا أن هذا الفندق سيوفر لكم أماكن للإقامة لا نظير لها. لذا، إذ ما امتد وقت الاحتفالات طويلاً، يمكنكم بكل بساطة العودة إلى غرفكم الاستراحة طوال اليوم لاستكشاف زيورخ ومع 40 جناحاً فاخراً و42 غرفة عصرية بحجم الجناح، و62 «غرفة مذهلة»، ستجدون خيارات كثيرة أمامكم لتختاروا من بينها. يبدأ سعر الإقامة من 130 درهماً إماراتياً في الليلة.

### «فندق «فايف زيورخ» حاصل على أعلى تصنيف من فئة 5 نجوم»



### فندق «فايف زيورخ»

يقوم فندق «فايف زيورخ» Five Zurich، الذي يقع على هضبة أوتيلبيرغ على بعد مسافة قصيرة بالسبارة من وسط المدينة، ملائماً يجمع بين متع الحياة والخدمة المثالية مع إطلالات لا مثيل لها على جبال الألب السويسرية. وستنضح لكم بجلاء، ما أن تطأ أقدامكم المنطق، أن الموسيقى والثقافة متجذرتان في أساسه. وفي ممر السيارات، تحنفي بهذه الهوية لوحة جدارية تبلغ مساحتها 43 متراً مربعاً من إبداع فنان الشارع ريدل الشهير في زيورخ. ويبدو أن كثيراً من الوجوه الشهيرة من عوالم الفن والموسيقى والموضة الذين أقاموا في الفندق يشهدون على تميزه. وفي الداخل، تمثل أثريا الملونة العقل البشري عندما يستمع إلى الموسيقى - وهو إحساس سنشعرون به حيناً أثناء إقامتكم. ويمكن لمس هذه النزعة إلى التصميم الانتقائي والاحتفاء بفن في جميع أرجاء الفندق. كما تزخر كل غرفة بأعمال فنية مخصصة مستوحاة من المدينة. صيغت بالتعاون مع طلاب قسم الفنون الجميلة بجامعة زيورخ للفنون لدعم المواهب المحلية والارتقاء بها. ومن ناحية أخرى، وجه الفندق الدعوة لفناني الشوارع الحائزين على جوائز - مثل لوكي، وبيستي أفو، ونسي واي إف - لتزيين مطعم «سول ستريت»، وهو وجهة لتناول الطعام تقدم مأكولات الشارع المفضلة ويحظى بشعبية كبيرة ويجذب بالظهور على إنستغرام.



في اتجاه غارب الساحة خارج «فندق» فايف زيورخ، تراه في غرف الجناح الأيمن، صالة اليوم في TUNE IN





## FIVE Zurich Hotel



ADRIAN CHAMBRE

Part of FIVE Resorts and Hotels, FIVE Zurich caters to millennials with its unique dining experiences, mountainside spa and pool, and DJ sets at The Penthouse rooftop lounge, where you can see the skyline and pay a visit to the bathroom bar (yes, you read that right).

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Servizio | Fughe d'autunno



## Cinque destinazioni di bellezza e relax per conservare i benefici dell'estate

Back to work: per rendere il rientro al lavoro e ai ritmi della città più soft, l'ideale è mettere in agenda un weekend che unisca svago e remise en forme.

di Annalisa Betti

16 settembre 2024

1) FIVE Zurich è un luxury city resort a Zurigo, con una award-winning SPA dotata di piscina interna. Stanze ampie, con scrivania e wi-fi per un po' di smart working. E per non rischiare di annoiarsi, ci sono anche la social pool esterna (dove ha debuttato la nuova fragranza Chill & Sole di Bulgari) e una imperdibile Penthouse Lounge. Info su <https://zurich.fi.vehotelsandresorts.com>

### Consigliati per te

Bonus, ecco tutti gli incentivi a rischio nel 2025: il comparto casa quello più colpito dai tagli  
14 settembre 2024



Patuelli: «La Bce ha tagliato i tassi più del previsto. Effetto maggiore sul costo dei mutui»  
14 settembre 2024


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▲ Il FIVE Zurich Hotel

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# 9.

## High FIVE

Zürich al op je radar? Beleef de stad vanuit de perfecte uitvalsbasis: FIVE Zurich. Een luxelifestylehotel met 45 luxesuites en 42 suite-achtige kamers met de glinsterende skyline van de stad aan de ene kant van het hotel, en weelderige boszichten aan de andere. Deze feest- en culinaire hotspot beschikt over meerdere internationaal bekroonde restaurants, een nachtclub op het dak en de bruisende Social Pool.

Als enig LEED Platinum-hotel van Zwitserland biedt FIVE Zurich verwennerij, ondersteund door eco-efficiënte technologie, allemaal te midden van prachtige binnenruimtes van wereldklasse en met een onovertroffen uitzicht op de Zwitserse Alpen en de stad.

[zurich.fivehotelsandresorts.com](http://zurich.fivehotelsandresorts.com)

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ELLE

LES « POOL PARTY » SUISSES À NE PAS MANQUER CET ÉTÉ



*Durant ces prochaines semaines, la Suisse réunit le glamour et la fête au bord d'une piscine. Sélection des pool parties les plus prisées.*

PUBACITÉ

FIVE HOTEL (ZH)

POOL PARTY LUGERSE

Durant tout le mois d'août, l'élégance rencontre l'exclusivité au FIVE Hotel, où la piscine extérieure cinq étoiles offre la quintessence du raffinement suisse. Offrez-vous le luxe de bénéficier au confort inégalé, plongez dans les eaux cristallines d'une piscine de 25 mètres ou laissez-vous charmer par le soleil extérieur. Le bar adjacent propose des cocktails sophistiqués et une sélection raffinée de vins internationaux. Pour une expérience parfaite, ce ne sera certainement pas un déjeuner léger en plein air.

[www.fivehotelsandresorts.com](https://www.fivehotelsandresorts.com)



Image: FIVE Hotel

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EMIRATES  
**WOMAN**

NEWS FASHION BEAUTY LIFESTYLE EMIRATES MAN

# 7 reasons why FIVE Zurich ensures the ultimate Swiss escape

by SARAH JOSEPH

23 MINS AGO

f in



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# HOOM

HEM AVDELNINGAR SHOPPINGGUIDEN\* MÄKLARGUIDEN MAGASINET

## FIVE Zürich – en helhetsupplevelse

Post on: 25 januari, 2024 | Redaktionen



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## Must visit! Dit zijn de leukste hotspots van Zürich

Geloof ons, dit is dé stad om met je *bestie* naartoe te gaan.

### FIVE Zurich

Gloednieuw en écht een must visit hotel: FIVE Zurich, op slechts een paar minuten rijden van het centrum. Hier vind je de mooiste kamers - ik mocht er op uitnodiging slapen en de mijne had een balkon met uitzicht op de *pool* én een bad! Ook zijn er zo'n 7 restaurants en bars gevestigd, waar je terecht kunt voor verschillende keukens. Zo eet je er de lekkerste sushi, maar bestel je er ook de meest *awesome* Chinese gerechten. En heb je weleens gehad dat je mega uitkeek naar het hotelontbijt, maar teleurgesteld was omdat er nauwelijks keuze was? Dat ga je bij FIVE Zurich niet hebben. Van yoghurt tot broodjes en eieren op welke manier je ze maar bereid wilt hebben: *you name it* en ze hebben het.

*De tekst gaat verder onder de afbeelding.*



Adrian Chomora

### The Penthouse

Ok, dit is misschien een beetje valsspelen, want The Penthouse vind je in FIVE Zürich. Maar hoeveel hotels hebben nou een eigen nachtclub? Precies, en *that's why* deze hotspot een aparte vermelding verdient. Je kunt hier dansen tot in de vroege uurtjes, vaak terwijl een van de grootste namen achter de draaitafel staat. Zo trad Lost Frequencies op tijdens de openingsavond. Hóe leuk? En als jullie moe zijn, rollen jullie zo door naar jullie bedje. Ideaal.

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# An unabashedly gushing review of FIVE Zurich's party hotel

It's safe to say future hotels are more or less ruined for me :-/

By [Milli Midwood](#) - December 10, 2023

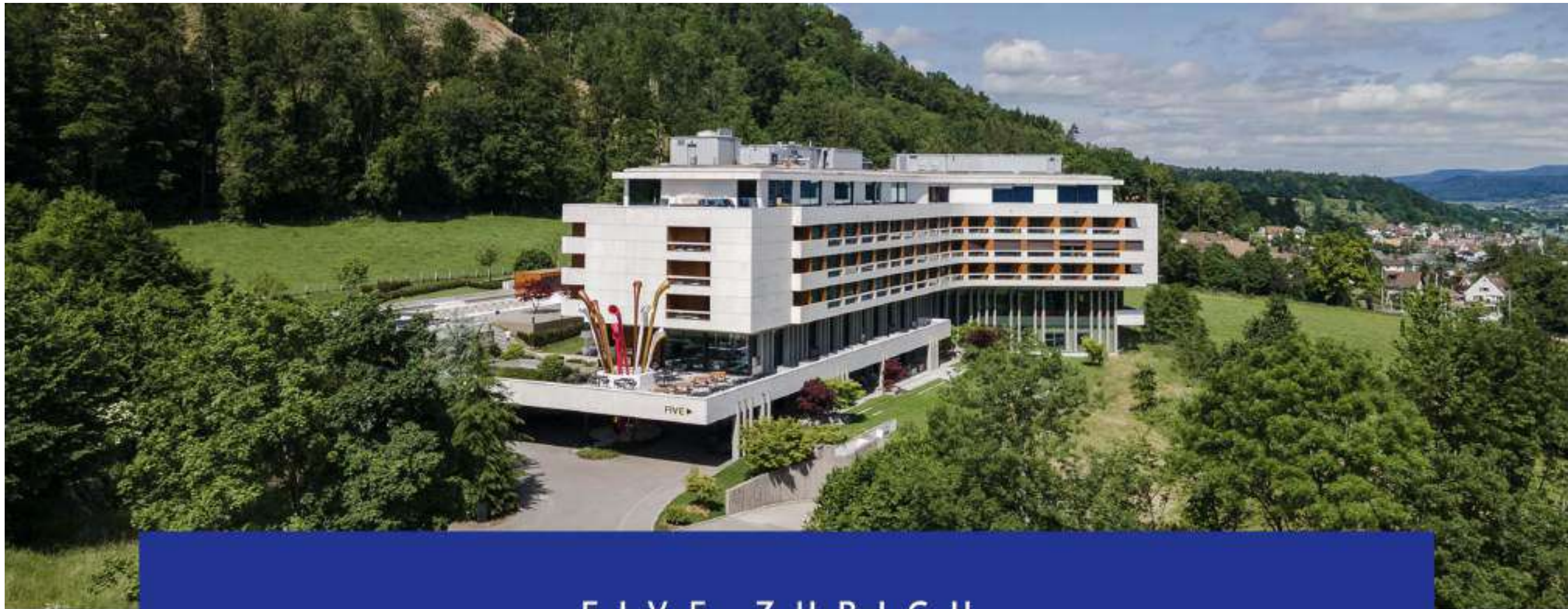


If you know us, you know we love a [FIVE hotel](#) (ICYMI, we've been taking over the [Fashion Ladies' Night](#) every Tuesday over the last month). And so, nach, we had to check out the hospitality group's first international offering: the spectacularly remastered resort in Zurich, Switzerland.

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# METAL

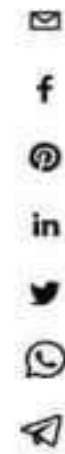


FIVE ZURICH

THE BEST OF BOTH WORLDS

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L'OFFICIEL

TRAVEL & GOURMET

## FIVE Zurich: The new lifestyle hotspot brings unrivalled luxury to Switzerland

The new hotel of the luxury hotel brand "FIVE" has been shining since its opening in July - including a new street food concept and rooftop nightclub. It is an immersive and luxurious lifestyle experience and a very special place that celebrates art, music and diversity.

22.08.2022 by Sara Douedari



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Jul 27 - 2022

by JENNY WESER / 8 COMMENTS / in CULTURE

5 at Five: Fünf Dinge, die ihr in diesem Züricher Hotel erleben könnt

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billboard  
ITALIA

# Estasi per i sensi a Zurigo

In Svizzera è da pochissimo arrivato il lifestyle hotel a 5 stelle FIVE Zurich, che interpreta al meglio il concetto di intrattenimento e accoglienza per le nuove generazioni.



**I**l livello di qualità della proposta musicale è davvero interessante, il gruppo alberghiero infatti si è guadagnato una reputazione impeccabile per aver ospitato eventi al FIVE Palm Jumeirah di Dubai (Clapton, Joel Corry, Robin Schulz, Solardo, Jax Jones, Lost Frequencies e molti altri). Gli eventi esclusivi FIVE come le serate house, Bohemia e Skyline Fridays saranno replicati in stile FIVE nell'hotel di Zurigo.

«La nostra passione è offrire esperienze di intrattenimento di livello mondiale e inimitabili. Mentre diamo il benvenuto a un pubblico internazionale ai nostri eventi musicali a Dubai, siamo entusiasti







**tmrw**  
CULTURE

## FIVE ZÜRICH: THE LUXURY DINING AND NIGHTLIFE DESTINATION FOR MUSIC AND ART LOVERS

by Ren Solley

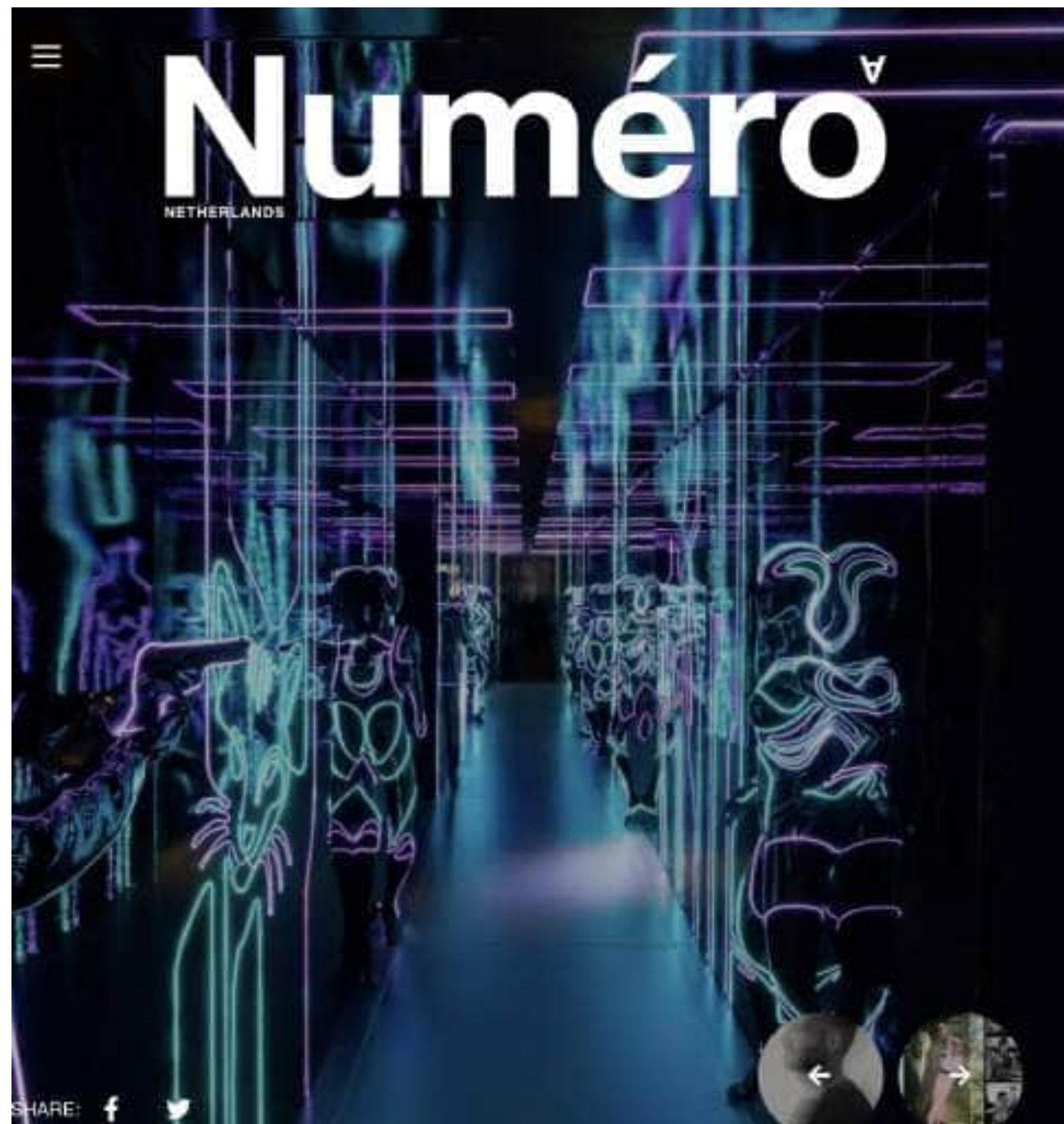
Since opening last summer, FIVE Zürich has become a hotspot for Switzerland's trendiest and international vacationers – it's easy to see why.

Immediately after ascending to the luxury Swiss hotel **FIVE Zürich** (which is located atop a steep hill), a strong impression is made. Before even stepping inside the stylish building, two specially-commissioned art installations will leave your jaw on the floor: a striking Alpbach Structure centrepiece created by Appenzell blacksmith Franz Kostell weaves brass instruments together, while a 43 square meter portrait by famed street artist REDL pays homage to many of the biggest names in music (past and present) including pop icons Rihanna, Freddie Mercury, Grace Jones, Elton John, Stevie Wonder, Tina Turner.

Then, as you enter the lobby, a gigantic gramophone appears to the right, setting the tone for what is to come from this proudly music-themed hotel. It's instantly clear that a lot of thought has been put into each aspect of FIVE Zürich's aesthetic. The reception area, too, is a music lover's paradise: as well as brass horns shaped like a chandelier and 60s-esque hanging microphone lights (the type that Elvis would have sung with), a glance behind the desk offers a wealth of treasures. Dozens of records line the colourful alcoves, as well as amps, drumsticks, a saxophone lampshade, and bass guitar.

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EVENTS FOOD LIFESTYLE MUSIC TRAVEL

## DISCOVER A BRAND NEW FIVE-STYLED LUXURIOUS LIFESTYLE IN ZURICH

July 25, 2022

*FIVE HOTELS AND RESORTS are the ultimate "dare to be different" destinations, bringing together music, art, glamour, design, and culinary experiences. We were thrilled to see that FIVE made the decision to go global and build their brand in Europe after establishing themselves as major players in Dubai with not one, but two hotels, and a third one on the way. Numéro was given the unique chance to witness firsthand how FIVE brought their wildly popular concept from Dubai to Zurich.*

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## Indulgence Meets Sustainability: A 5-Star Oasis in Zurich - FIVE Zurich

*Zee Asghar explores Zurich whilst staying at the vibrant FIVE Zurich.*

Amid the vibrant cityscape of Zurich, a gem of luxury and sustainability shines bright: FIVE Zurich. This opulent lifestyle hotel has created quite the buzz, earning a reputation as the hottest dining and nightlife destination in Switzerland.



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HELLO! TRAVEL

# A LITTLE BIT OF Heaven

HELLO! jets off to Zurich, discovering why it's an addictive city as it slowly unfolds its many treasures — and the hottest hotel to be a guest at while you're there



The skyline Zurich has much to offer: a haven for lovers of art, culture, food and luxury shopping

**T**hink of Zurich and the first thing that probably comes to mind is how it's the premier economic hub of Europe, with a notorious reputation for being a quietly pampered, posh and off place. Where serious business is conducted by serious people, and famed horologists and chocolatiers work with military precision. The second thing that comes to mind is that this is the place that people who are getting it (or chey) enough to have Swiss bank accounts, frequent, reverently. And holy, it's one of the most expensive cities in the world.



Despite its wealth, Zurich isn't a gaudy ostentatious place — you won't see the trappings of money and power coming at you. You will feel the gentleness of old money and class history. But push those traditional layers to one side and you'll see that it is so much more than its stereotypical image. Not long after you arrive, it begins to embrace you with its vast and varied history, natural beauty, charming culture, literary traditions and gorgeous food. Many come here for the decadent chocolate — Sprüngli, H. Schwabach, Lindt, Venini, Gärwisch, Max Chocolaterie, Venacher — the producers of some of the finest in the world.

Some come for the griffed sausage, local wine and extravagant shopping spots at the famed Bahnhofstrasse. And perhaps most important for the discerning arm of cheese connoisseurs, Switzerland has been a cheese hub since the Middle Ages and today produces more than 300 varieties, from hot favorites like Gruyère, Emmentaler and Fribourge, to the lesser-known Sbrinz, Appenzeler Rahmentkäse...

The sprawling city of Zurich has in the heart of it the historic city center, with old, winding cobblestone streets and alleys that embrace a meticulously kept terrace, elegant medieval churches including the monumental Grossmünster and spireless Fraumünster, buildings with amazing architecture, fountains that run from the hillsides — and the city's crystal, alpine-fed lake and river Limmat.

Fast forwarding to a more recent past, Zurich has been a meeting spot for some of the globe's most famous poets, writers, artists, politicians, DJs, and members of high society have all added to its subterranean legacy. From Albert Einstein and James Joyce to Coco Chanel, Yves Saint Laurent, Federico Fellini and Lenny (who spent an entire year in Zurich with his wife before the Russian Revolution). One could spend days here and still barely have scratched the city's immense surface. This is the beauty of Switzerland, in a nutshell.



Silhouettes of Zurich's Old Town, famed for its cobblestone, scenic Limmat river, heritage structures and vintage points of the city



**A FIVE-STAR EXPERIENCE**  
While there's no shortage of beautiful hotels in Zurich, the hottest on the block is FIVE Zurich — straddled picturesque between the city center and the imposing Gotthard mountains — which three opens its doors in July 2022.

Both situated between the late '60s and early '70s, its previous incarnation was the Minerva by Glarner, a hotel that played host to the stars who of decades past. Freddie Mercury, Steve McQueen, Muhammad Ali and Ellen DeGeneres, among others (if one counts on same sleeping).

The new rebranded property, owned and operated by the Dubai-based FIVE Hotels & Resorts, is a luxurious lifestyle hotel — and the brand's first European venture — with a total of 45 suites and 42 sub-styled lifestyle rooms, each accompanied by glitzy city skyline or lake front views. Addressed 62 'Amazing Rooms' located in the Gan Wing, which is only a 130-meter walk from the main building and connected through a special light effect underground tunnel, is also open to guests, most of whom are ultra-wealthy, happy, shiny

individuals who are not afraid to party hard. The Yakogel building, although given a contemporary makeover, still retains genuine layers of retro nostalgia, with almost every corner being Instagram-friendly. Wooden paneling, warm neutral textures and fine linens feature in each suite, with gorgeous and spacious marble en suite bathrooms to match. The hotel also features two pools, a luxurious

spa and a weekly gym. And then of course, come the multiple international award-winning restaurants, including a fantastic rooftop bar.

**EPICUREAN ESCAPADES**

It wouldn't be surprising to say the food one would find at FIVE Zurich is some of the best in the city. Take Ganges Studio for example, the chef Indian restaurant masterfully curated



by chef Antonio Satta. With a focus on fresh Mediterranean seafood, expect exquisite plates of Balgato tuna, five scallops and Sicilian prawns from Alcazar del Valle, as well as diverse selection of dishes inspired by its Swiss surroundings, featuring Fassina beef carpaccio, Cantonese cheese-filled bostard pasta and wild mushroom risotto. Over to the Vain White Bar, located just a few steps along the same floor, is a mixology bar in Zurich's most versatile variety of international and Swiss wines and some delicious dining options.

On a higher floor of the hotel is the scenic Soul St restaurant, making its way to Zurich after massive success at the FIVE Palm Jumeirah Hotel in Dubai. Visually, the restaurant represents the Latin American, European, Indian and Asian street food style offered by the restaurant, with the clever use of installation (including a bio-size Volkswagen), neon lighting, signage and murals.

Now it has to be said that while most of the food at FIVE Zurich is some of the best in the city, take Ganges Studio for example, the chef Indian restaurant masterfully curated



From the stunning exterior of the FIVE Zurich hotel to the luxurious suites with state-of-the-art amenities and breathtaking views, every corner exudes opulence. The REFINE Spa, featuring a welcoming indoor pool and saunas, beckons for relaxation. Home to several fantastic restaurants, including The Professor with top-notch Japanese cuisine, the hotel is a haven for IRL

Ontario Lisa Accorci. The Scaling Children Fujitas, made using his grandfather's recipe — as well as the Mist Tacos (the prawn ones especially), take you pretty close to heaven — and leave you there. The pièce de résistance is The Professor, the hotel's exquisite Japanese restaurant and rooftop bar and nightclub. Diners are lured there to order Japanese dishes that're crafted to the highest standards by chefs who'd find their in Japan. Chef Frederic Escherich has created an award-winning dining experience (the first of its kind in Switzerland), where traditional Japanese cuisine is fused with French cooking methods.

One can also opt outside to get the full viewing experience, with lounge areas making sure you can enjoy all views during any time of the year. Open all the way hours, the venue transforms into one of the city's most vibrant nightclubs after dinner. The DJ feat a blend of local acts and some international superstars, and there are a few different bars and rooms scattered throughout the venue, each with unique decor, giving the club its reputation for being a cut above the rest (the exclusive Ballroom Bar, where an exclusive after-party begins in the early hours, is not to be skipped).

**MIND, BODY AND SOUL**

To unwind from all the partying, the REFINE spa is a league of its own. Spread over 500 sqm, spa treatments include a plump selection of body massages and facials. There's a sauna, a steam bath, a relaxation room and an ice world, alongside a powerful whirlpool and heated indoor swimming pool. And for the warmer months, a gorgeous outdoor pool beckons visitors to gooo lazing in the hottest designer swimwear.

Everything about the FIVE Zurich is high-end. Even the staff here make each moment special. It's a place where living one's life to the hilt is encouraged, where having a great time and making lasting memories are part of the hotel's DNA. And one against the backdrop of gorgeous Zurich, who would dare ask for more? **TEXT: JENNA JULLIANDINA**

VIEW ARTICLE

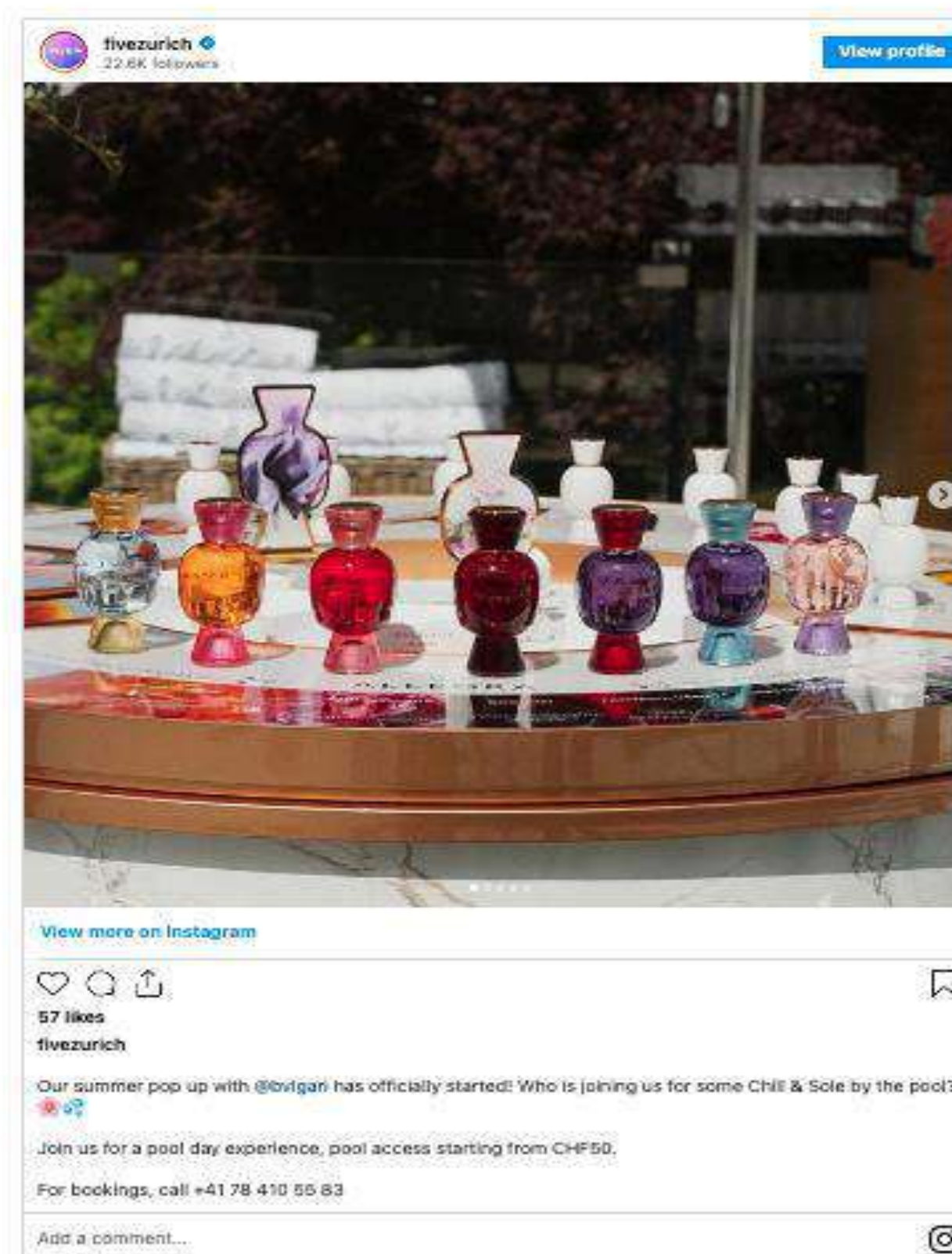


# VOGUE ITALIA

MODA BELLEZZA ATTUALITÀ LIFESTYLE SFILATE PHOTOVOGUE VOGUE SHOP VIDEO

## I - Five Zurich a Zurigo

Il **Five Zurich**, a **Zurigo**, è stato acquisito di recente dal gruppo FIVE Hotels and Resorts: tutto rinnovato, ha comunque mantenuto la struttura originale, la scalinata centrale e l'ispirazione musicale (qui hanno soggiornato Elton John, gli ABBA e Freddie Mercury). Quest'estate, le note non sono soltanto musicali, ma anche quelle ultrachic delle fragranze Bulgari: fino a fine agosto, la Social Pool è il regno della collezione **Allegra** e dell'ultimo profumo nato in casa Bulgari, **Chill & Sole**, qui in preview. Anche i cocktail sono brandizzati Bulgari e, ovviamente, tutto è ad altissima instagrammabilità. Da non dimenticare, la Spa con piscina e ben quattro ristoranti tra cui scegliere. Ultimo beauty detail: in bagno, le toiletries sono Rituals. [Per info](#).



VIEW ARTICLE



ELLE

MODE BEAUTE LIFESTYLE CULTURE SOCIETE A TABLE HOROSCOPE

## BULGARI REDECORE LE FIVE ZURICH POUR LA SORTIE DE SON NOUVEAU PARFUM

22 juillet · ELLE Rédaction



*Cet été, la prestigieuse signature transalpine s'allie au multiprimé hôtel zurichois pour célébrer sa nouvelle fragrance Bulgari Allegra. Une effluve fraîche et séduisante à l'image du FIVE Zurich et sa piscine qui accueille cette collaboration. L'occasion pour ELLE de visiter les lieux.*

VIEW ARTICLE



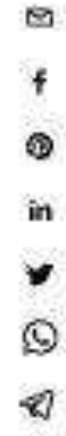
L'OFFICIEL

TRAVEL & GOURMET

## The Ultimate Summer Scent-sation

Hold onto your sun hats, Zurich! FIVE Zurich is diving headfirst into summer with a splashy new partnership with BVLGARI PARFUM. Running through the end of August 2024, the hotel's outdoor Social Pool has been transformed into a Mediterranean-inspired paradise.

01.08.2024 by L'Officiel Cyprus



[VIEW ARTICLE](#)



# marie claire

MODE BEAUTY LIFESTYLE MAATSCHAPPIJ GEZOND WEDSTRIJDEN DIGITAL MAG



Escape

deeln    

## Poolparty bij FIVE Zurich met Bvlgari parfum

Door Elspeth Jenkins, op 07/08/2024

Leestijd: 1 min

Deze zomer is een echt feestje bij FIVE Zurich, de coolste lifestyle hotspot van Zwitserland, dankzij een exclusieve samenwerking met Bvlgari parfum. Nog tot eind augustus verandert het iconische hotelzwembad van FIVE, de Social Pool, in een mediterrane oase voor de lancering van de nieuwe Bvlgary Allegra-geur: Chill & Sole.

VIEW ARTICLE



**SwissGlam**  
LUXURY LIFESTYLE, EVENTS AND BRANDS

Bars & Restaurants 24.6.2024 Darya von Bergen

## BVLGARI x FIVE Zurich Pool Pop-Up



This summer, a sunny Mediterranean-inspired retreat can be experienced at FIVE hotel – Zurich's only 5 star social pool from June to August 2024. In collaboration with BVLGARI PARFUM, the pool area celebrates the launch of the new BVLGARI ALLEGRA fragrance, Chill & Sole.

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Schön!

fashion beauty culture **alive** video shop

## swiss elegance with a scent of summer | FIVE Zurich x BVLGARI



An awe-inspiring majesty of tranquillity, surrounded by valleys of the Alps and a blend of a natural backdrop that transcends above a variety of landscapes. The picturesque historical architecture evolved along with watch-ticking modernity. A compound scenery of serenity changes each season, creating a foundation for a variety of sports, wellness and ultimate relaxation. Whether you thrive for luxury in its purest form or connect on a deeper level with stunning environmental elements, Switzerland offers a great blend of elegance, efficiency and a combination of tradition & modernity. Amidst it all, one can find an oasis of luxury at [FIVE Hotels](#) and Resorts in Zurich, nestled on a hill overlooking the vibrant city.

VIEW ARTICLE



# the **WORD.**



FASHION BEAUTY CULTURE & TRAVEL SHOPPING

NEWSLETTER

## CULTURE & TRAVEL

### Zurich FIVE in Switzerland is the Celebrity Resort You Need to Visit

The luxury hotel is hosting an exclusive collaboration with Bulgari this summer.

BY RADHIKA BHALLA



Zurich FIVE has been visited by the likes of artist Rihanna, Elton John, The Who, and more.

**N**estled in the pristine alps of Switzerland, Zurich is the perfect escape for the traveller who thrives on everything from centuries of art to a vibrant nightlife, delightful cafes, and fashion boutiques to add flair to the wardrobe. Chic and lively, this city is home to exquisite cheeses and architectural marvels in equal measure, the intense, blue-green Lake Zurich, and the quaint, Old Town where you'll be transported to a different era, one cobbled street at a time.



**MADAME**  
ARABIA

## You can experience a Bvlgari Parfum pop-up at the FIVE Zurich this month

Nicole Benhar

Inspired by the new Bvlgari Allegra Chill & Sole fragrance

Bvlgari Parfum has teamed up with FIVE Zurich to bring the scent of the summer to Switzerland.

If you're travelling to Switzerland this month, FIVE Zurich has a Bvlgari perfume pop-up that you won't want to miss. As Switzerland's premier lifestyle and entertainment destination, the hotel's social pool has been given a Mediterranean-inspired make-over with a focus on the Bvlgari Allegra fragrance *Chill & Sole*.

Running until the end of August the Bvlgari Parfum collaboration means guests will receive a goodie bag upon arrival at the pool. There are also themed drinks that have been inspired by the collection. Each drink, crafted to enhance the sensory journey is completed with popsicles bursting with vibrant southern flavours like elderflower, mandarin, raspberry and jasmine.

The scent itself was crafted by the master perfumer Jacques Cavallier, to contain a blend of Italian citrus and orange blossoms, warmed by the depth of musks and white amber.



*FIVE Zurich x Bvlgari. Image: Supplied.*

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LUXURY  
EXECUTIVE TRAVEL

## FIVE ZURICH X BVLGARI SUMMER POP-UP

AUGUST 12, 2024



**BVLGARI PARFUM x FIVE ZURICH COLLABORATE FOR A SENSORIAL SUMMER EXPERIENCE**

**Daily | June - August 2024**

Dive into a Mediterranean Oasis at FIVE Zurich This Summer, as Switzerland's premier lifestyle and entertainment destination unveils its exclusive summer collaboration with BVLGARI PARFUM. From June to August 2024, the iconic outdoor Social Pool at FIVE Zurich will transform into a Mediterranean-inspired olfactory oasis, celebrating the launch of the new BVLGARI ALLEGRA fragrance, *Chill & Sole*. This captivating scent, with fresh notes of Italian citrus and orange blossom, combined with the warmth of musks and white amber, evokes the sunny essence of the Mediterranean.

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Photo: Adrian Chambre

## We think we want to live at this super-cool new Zurich hotel

Written by [Time Out editors](#) Friday 24 June 2022

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WHAT'S ON NEWS EAT & DRINK THINGS TO DO CINEMA CULTURE RAMADAN PODCAST

## Eid escapes: 9 travel ideas from the UAE for the extra-long weekend

### Zurich, Switzerland



Bringing a slice of luxurious Dubai service, dining and entertainment to the Swiss capital is FIVE Zurich. Set just outside of the capital, but overlooking the city centre, everything is within an easy 10-minute drive. In Zurich, as the ski season ends and the beautiful spring weather takes over, enjoy strolls in the picturesque old town, and along the scenic banks of the Limmat river, discover the myriad independent stores and cool cafes along the way. Back at the hotel, a collection of 45 stunning suites and 42 lifestyle rooms await guests, all packed with signature FIVE personality. Guests can fuel up with dining at globally-inspired Soul St or sip the finest wines at The Vault, before partying the night away at rooftop lounge, The Penthouse. For a little pampering, the ReFIVE Wellness Spa comes with an indoor pool for maximum relaxation. Book for four nights and you'll only pay for three.

**Price:** Room rates from Dhs1,113 per night

**How to get there:** Emirates and Etihad offer direct flights to Zurich, Switzerland

[zurich.fivehotelsandresorts.com](http://zurich.fivehotelsandresorts.com)

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# Steigen hier bald die wildesten Partys der Schweiz?

Am Fuss des Uetlibergs soll ein neuer Hotspot für Feinschmecker und Partygänger entstehen. 20 Minuten stellt dir fünf Highlights des neuen 5-Sterne-Hotels FIVE vor.



von Lynn Sachs



1062

36

693



Im ehemaligen Hotel Atlantis will Kabir Mulchandani einen Hotspot für die Städtzürcher Partyszene schaffen. FIVE.

[VIEW ARTICLE](#)





LIFE & STYLE

## «Five»: Black Cod & Lichter-La-Ola-Welle

Blogger Pascal Grob checkt ein im «Five» und testet die hochgelobten Restaurants. Teil 2: «The Penthouse».

21. Juli 2022 - 20:59 Uhr



[VIEW ARTICLE](#)



BREAKING NEWS

## «Five»! Zürichs verrückteste Hotel-Eröffnung

Lässt sich Zürich mit einem Dubai-Konzept knacken? Sieben Restaurants & Bars im «Five», DJs & Pool-Partys.

23. Juni 2022 - 13:19 Uhr



«The Penthouse»: Erst Restaurant, dann Nightclub.



«Soul St.»: Street Food im Fünfsternehotel.

«WER UNS KENNT, DER KOMMT ZU UNS.» Die Hotel-, Restaurant- und Party-Szene ist gespannt auf den 30. Juni. Dann eröffnet in den Mauern des ehemaligen «Giardino Atlantis» das «Five Zürich». Angerichtet wird mit ziemlich grosser Kelle: 87 Suiten und 62 Lifestyle-Zimmer mit Blick auf die Skyline der Stadt. Sieben spektakuläre Restaurants, Bars und Clubs. Und wilde Partys am Pool: «Social Pool» heisst die einst beschauliche Anlage heute, Cocktails & Snacks werden serviert, internationale DJs legen auf. «Five» ist in Dubai ein Riesending. Ob es auch in Zürich klappt? Der indische CEO Alok Batra ist optimistisch: «Wer uns kennt, der kommt zu uns, um den unverwechselbaren «Five»-Vibe zu geniessen, für den wir in Dubai so bekannt sind.»

[VIEW ARTICLE](#)





Das «Penthouse» ist ein Teil des neuen Party-Tempels im «Five»-Hotel in Zürich. (Bild: PD)

NEUERÖFFNUNG

## Hotel «Five» in Zürich: Party machen wie in Dubai am Fusse des Üetlibergs

[VIEW ARTICLE](#)



PARTIES - RESTAURANTS  
Nov. 9 - Written By Esmeralda Nasibova - Contributor

# THE PENTHOUSE, FIVE ZÜRICH

In the vibrant heart of Zurich, where every street has a story, there emerges a place that has become the city's pulsating heartbeat - The Penthouse. Acclaimed as THE place to be, this establishment is not just a venue, but an experience. Touted as the *ultimate day-to-night destination*, The Penthouse boasts a panoramic skyline rooftop lounge, intricately weaving tales of luxury and leisure. At its core lies an exquisite Japanese restaurant, where culinary arts meet the zenith of gastronomic brilliance. Here With a headline DJ nightclub that sets the tone, it invites one and all to drink, dance, and immerse themselves in Zurich's most coveted experience.



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# Harrys Ding

NEU IN ZÜRICH / RESTAURANTS / BARS / BRUNCH / LISTEN / STADTKREIS/QUARTIER / TRAVEL / KÜCHE

## NEUERÖFFNUNG DES JAHRES: LUXURIÖSES ENTERTAINMENT-HOTEL AUS DUBAI MISCHT ZÜRICH AUF



### Five: In diesem neuen Zürcher Hotel wird Schlafen zur Nebensache

Das ehemalige Hotel Atlantis heisst jetzt Five und mischt als luxuriöses Entertainment-Hotel Zürich auf. Das neue Hotel kommt aus Dubai und ist die vielleicht heisseste Neueröffnung, die die Stadt je gesehen hat. Mit Bars, Restaurants und einem Club wird

**HARRYS DING**  
 Harry & Carrie | zürich based blog since 2007 | ambassadors for @volvocarch | @samsungswitzerland | @mummysding @hipplaces

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**Abo** Italienisch im Cinque Studio des Hotels Five

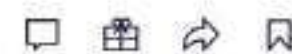
## Schweinebauch im Luxushotel

Statt der chinesischen wird im Hotel Five neu italienische Küche angeboten. Lohnt sich dafür die Reise an den Fuss des Uetlibergs?



Emil Bischofberger

Publiziert: 15.05.2024, 15:08



Unten mürbe, oben knusprig: Der Thurgauer Schweinebauch aus dem Cinque Studio.  
Foto: Jonathan Labusch

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NEWS, PROPERTIES

## Dubai restaurants revealed at upcoming FIVE Zurich hotel

FIVE Zurich hotel confirms The Penthouse, Maiden Shanghai and Soul St. will feature

by Josh Corder | June 2, 2022 | SHARE



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OUTLETS

## Video: First look inside FIVE Zurich's The Penthouse restaurant and nightclub

FIVE Zurich will bring Dubai's hospitality on June 30, 2022.

by Yousra Zaki

| June 8, 2022 | SHARE



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OUTLETS

## How FIVE Hotels and Resorts has successfully transported its Dubai F&B to Europe

FIVE Hotels and Resorts chefs discuss bringing their Dubai venues to Europe

by Caterer Middle East | June 30, 2022 | SHARE



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## En qué ha cambiado el turismo de lujo para los más jóvenes, según el director de FIVE Zúrich

Andrea Gómez Bobillo 11 ago. 2023 8:15h.



Markus Rapatz, director general de FIVE Zúrich. [FIVE Hotels and Resorts](#)

- La cadena hotelera FIVE –conocida por sus populares hoteles de fiesta de Dubái– encontró hace un año un nuevo hogar en Zúrich (Suiza).



INSIDER TEACH >



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BEAUTY — MARCH 8, 2024

# Why CBD Oil Could Be Your Answer to Holistic Relaxation

by MICHAELA SOMERVILLE

**OTO Amplify Full Body Massage, ReFive Spa**



ReFive Spa, Image: courtesy brand

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BEAUTY — AUGUST 19, 2022

## 3 Relaxing Spa Experiences in Dubai That Will Have You Coming Back for More

by VOGUE ARABIA

ReFIVE Spa, FIVE Palm Jumeirah



Photo: Courtesy FIVE Palm Jumeirah

FIVE Palm Jumeirah's new range of luxury spa experiences offer the perfect antidote for Dubai's overpowering heat. Along with classic massages, the hotel gives visitors complimentary beach access post every spa session, along with a relaxing lunch menu at

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BEAUTY

## The first CBD oil and bamboo massage has launched in Dubai

Connect to your higher self

### The CBD oil massage's ultimate sensory journey...

This indulgent escape tantalises our senses with its combination of fragrant aromatherapeutic oils. For ultimate muscle relaxation, and to bring balance and harmony to the **body** by quelling stress, the CBD oil is infused with grapefruit, juniper berry, and bitter orange essential oils. FYI, CBD oil is a non-psychoactive component of the cannabis plant, meaning while the massage will leave you **feeling** ultra-relaxed, it won't cause you to eat copious amounts of junk food afterwards.



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ReFIVE, Five Palm Jumeirah



Via Instagram @fivepalmjumeirah

**The deal:** Get a 45-minute massage or facial, complimentary access to the state-of-the-art gym, the tranquil ReFIVE Spa Rooftop Pool, and the stunning Beach by FIVE. You also get lunch on the house thrown in there too.

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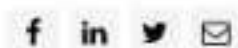
## ReFIVE Spa, FIVE Palm Jumeirah



Plunge into the icy cool waters at the Ice Bath at ReFIVE Spa, FIVE Palm Jumeirah. After quickly becoming one of the top wellness treatments, this cold-water immersion action has an array of epic benefits including faster muscle recovery, improved sleep patterns, stress reduction and even boosting immunity. Expect reduced stress and anxiety levels, an increased metabolic rate to aid with weight loss and cellulite, plus the ultimate sports recovery for those post-workout muscle aches. Post-treatment, you can expect a deeply relaxed state for improved sleep. At ReFIVE Spa, the Ice Therapy treatment represents the epitome of this fusion, providing you with an opportunity to embark on a journey of self-discovery, revitalization, and transformation. Rediscover yourself at ReFIVE Spa, where the power of Ice Therapy meets the art of well-being. Immerse yourself in a world of renewal and embrace the cold as your ally on the path to a

[VIEW ARTICLE](#)





## 8 relaxing spa deals in Dubai that are on right now

Perfect for the Eid Al Fitr holidays

### Enjoy a Sensorial Head Spa at ReFIVE Spa



(Credit: Supplied)

Want luscious locks? Then this is the experience to try. The 90-minute Sensorial Head Spa Experience actually begins with a gentle scalp exfoliation, but then it goes on to happier things. Such as acupressure massage to boost blood circulation. And you get a revitalising facial massage, so you'll look as fresh as you feel.

From Dhs555. Until Apr 8, 10am onwards. Jumeirah Village. [jumeirahvillage.fivehotelsandresorts.com](http://jumeirahvillage.fivehotelsandresorts.com) (04 455 9964).

VIEW ARTICLE





**FACT takes an exclusive look inside the new stylish spa.**



FIVE LUXE JBR has opened in Dubai, UAE, with a range of restaurants, a private pool, a beach club and a state-of-the-art spa. ReFIVE Spa is home to a world-class world of wellness, and offers treatments for the mind, body and soul. FACT was granted a first look inside the spa, which is a serene and stylish spot.

Located across the fifth and sixth floor, ReFIVE Spa brings together treatment rooms, an indoor pool, a rooftop terrace, an outdoor terrace and a 24/7 gym. Guests can take their pick from a range of treatments including facials, massages and a hammam experience.



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# DUBAINIGHT

Dine. Drink. Dance.

## Spa, Lunch & Playa Pacha Fun at REFIVE Spa



Looking for the perfect R&R day? Recharge with a 45-minute massage at AED459, designed to revitalize and rejuvenate your body, then kick back at the gorgeous ReFIVE Spa Pool, allowing you to unwind in a tranquil setting. Take things up a notch with a scrumptious 3-course lunch before heading to the infamous Playa Pacha pool for epic beats and breathtaking ocean views.

**When:** Monday to Thursday, November 4th to 7th, from 10AM onwards

**Where:** 5th Floor, FIVE Luxe, The Walk, JBR, Dubai

[More information](#)

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# Make water sports your next girl hobby

Your guide to the best spots in Dubai to jet ski, SUP and more



**When:** Everyday, 9:30am – sunset.

**Where:** Palm Jumeirah and JBR.

**Prices:** Starting from Dhs120 for non-motorized sports, and from Dhs400 for motorized sports.

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## How you can drive a car on water in Dubai

Thanks to FIVE Palm Jumeirah Hotel and Resort, residents and holiday-makers can take driving off-road in the hotel's jetcar. Hop in for 20, 30 or 60 minutes (from Dhs1,200) and get into top gear in a two-seater.



Credit: FIVE

It's important to note no one actually needs a driving license to get in on the action, however, teens (under 15 years) are required to have a parent or guardian with them.

If you would prefer to not be in the driving seat, there are so many other gadgets to play with on the water.

[VIEW ARTICLE](#)



# Hey babe, this new regional clothing range should be on your radar

It's from one of the city's fav hotel chains

By Sara-Aisha Kent Published: May 7, 2024



When it comes to the spot to party in Dubai everyone knows that FIVE Hotels and Resorts is where it's at.

And guess what? They're taking it up a notch with the launch of their new fashion line, FIVE MODE! Get ready to dive into a world where urban cool meets glam vibes, all with a signature FIVE twist.

[VIEW ARTICLE](#)



A NEW FASHION LINE



From luxurious stays to opulent pools and even exciting rooftop ladies' nights, FIVE continues to lead the way in lavish lifestyle pursuits. Adding another weapon to its wing, the household name branches into fashion with the new redefining line, FIVE MODE. Glamorously chic, the newly debuted label offers edgy graphic tees, stunning silk tow pieces and even some playful eyewear amongst a plethora of other fashion-forward options.

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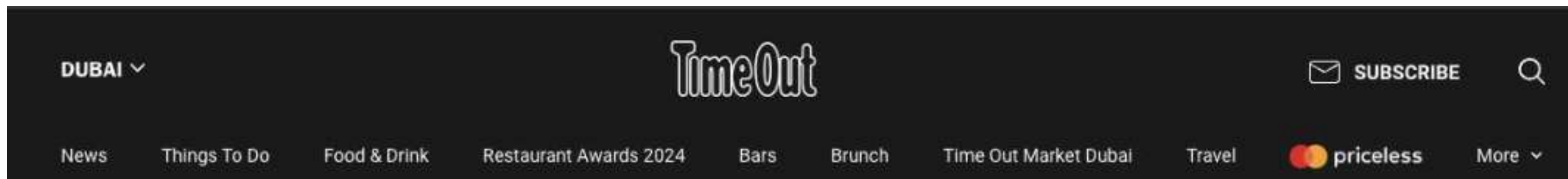
## FIVE LAUNCHES BOLD NEW FASHION LINE: FIVE MODE

On a mission to redefine the boundaries of possibility, FIVE takes a bold leap forward in fashion with the debut of its line, FIVE MODE. Leading the worlds of hospitality, entertainment, and luxury lifestyle, FIVE continues to set new standards across industries.



Designed to transition seamlessly from sunny days to glamorous nights, FIVE MODE unveils a fashion-forward collection that embodies urban chic and the signature FIVE-styled baroque. Crafted with lightweight, breathable, and luxurious materials, FIVE MODE features a versatile wardrobe of cool printed t-shirts, stylish swimwear, chic co-ords, fabulously functional accessories, eye-catching resort wear, and trendy accessories like hats and sunglasses.





## FIVE Hotels launch fashion line – here's how to get it

That's your outfit for the weekend sorted

By [Sian Traynor](#) May 10, 2024

Can't get enough of FIVE?

If you're a resident [pool-party-goer](#) or find yourself at one of its brunches every weekend – you're going to want to see this.

The luxury Dubai hotel group has now announced the release of its first fashion line, FIVE MODE, and there's something for everyone.

**If you like reading this:** [The 10 best party brunches in Dubai](#)

Designed with the vibe of its three Dubai hotels in mind, the collection features graphic T-shirts, stylish co-ords, swimwear and even some hats and sunglasses to accessorise.

[VIEW ARTICLE](#)



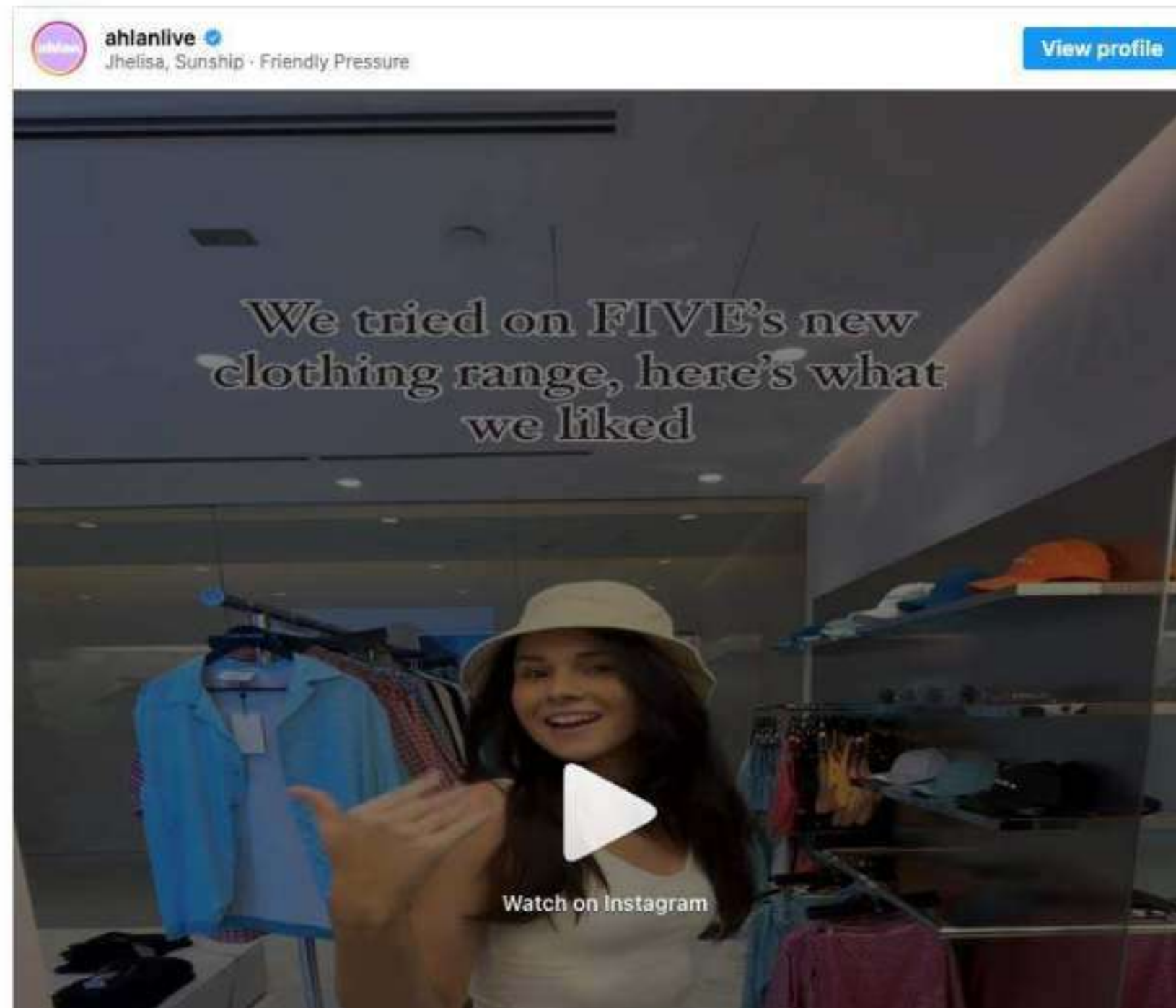
## FIVE hotels just dropped the coolest clothing line

by Jessica Blanchard Published: May 16, 2024



Dubai's luxury hotel group, FIVE Hotels, isn't just about creating unforgettable stays anymore. They're making a statement with the launch of a clothing line aptly named FIVE MODE.

Inspired by the vibrant atmosphere and distinct personalities of their three Dubai hotels – FIVE Palm Jumeirah, FIVE Jumeirah Village, and the recently opened FIVE LUXE at Jumeirah Beach Residence – FIVE MODE offers a collection for everyone.



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## FIVE MODE: FIVE Hotels launches a stylish streetwear brand

🕒 4 hours ago

**The collection is available in the hotels and online.**

FIVE Hotels and Resorts has expanded from hospitality to fashion. The brand has launched its clothing line, FIVE MODE. The collection captures the essence of beach days and glamorous nights, and brings together an urban chic aesthetic.

FIVE MODE draws its inspiration from Vibe at FIVE. The collection includes light, breathable pieces, which have been made from high-end material. In a bid to create an environmentally friendly line, the cotton has been sourced through the Better Cotton Initiative. The multi-purpose, wearable pieces include printed T-shirts, swimwear, printed co-ord and athleisure. Plus, beach wear accessories, from hats to sunglasses.

[VIEW ARTICLE](#)



## We tried out FIVE's new clothing line, FIVE MODE

EDITORIAL TEAM · 23 MAY 2024



**The Dubai hotel group has launched its first fashion line and there's something for everyone.**

Earlier this month, FIVE Hotels made its fashion debut with the launch of its own fashion line, FIVE MODE. Capturing the electric spirit of the famed 'Vibe at FIVE,' this collection is both functional and fashionable.

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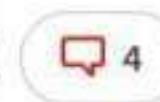
LUXURY

## Gerard Piqué puts on the most expensive football shirt in the world: 5,000 euros

The former Barcelona center back is the image of a capsule collection by Balr with Five that includes 11 ultra-exclusive t-shirts with 30,000 Swarovski stones.



Marta Rodríguez Peleteiro X Mpeleteiro\_AS  
Updated to May 24, 2024 12:49 CEST



Gerard Piqué can boast of many things, including a World Cup, and now also of wearing the most expensive football shirt in history. A privilege reserved only for him and ten other people who want to dig deep into their pockets to acquire the star product of a capsule collection that has brought together the fashion brand Balr, a specialist in bringing sportswear to the urban and casual sphere, and to the luxury



# Gentleman

SEE EVERYTHING STYLE PLEASURES ICONS



GENTLEMAN - > ICONS

## The football shirt with 30,000 Swarovski crystals that only Gerard Piqué and ten other people in the world have

Gerard Piqué can boast of already having one of the exclusive 11 t-shirts that the Balr brand has designed with Five and they are considered the most expensive in history.

Written by [María Aguirre](#) | Photography by Courtesy of FIVE X BALR

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Special Interview | Beyond luxury travel with Alok Batra CEO of FIVE Hospitality and The Pacha Group



Forbes Middle East   
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08-12-24 | 9:00 AM

## No ordinary guest: Hotels in the Middle East are eyeing bleisure travelers

The mix of business and leisure travel is transforming the hospitality industry in the region



[Source photo: Krishna Prasad/Fast Company Middle East]

### ON-DEMAND SERVICES

According to Alok Batra, CEO of FIVE Hospitality, which has properties in the UAE on Palm Jumeirah and Jumeirah Village, the formula for ensuring a happy leisure guest is convenience, on-demand services, and accessibility.

“We meet the needs of modern remote workers and traveling executives in various ways – from flexible check-in and check-out times to accommodate varied schedules to upgraded amenities such as 24-hour in-room dining, laundry, and comprehensive concierge services,” he says.

“Business needs are also being met with ergonomic workspaces, high-speed Internet and strong Wi-Fi, and fully equipped meeting rooms – while for those on extended stays.”



## Why FIVE Hotels & Resorts is embracing cryptocurrency in Europe

FIVE Hotels and Resorts' Alok Batra on why the iconic brand is embracing crypto payments as it expands out of Dubai

by [Hotelier Staff](#) | June 30, 2022 | [SHARE](#)



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## Dubai set for Cop28 hotel boom with demand set to eclipse New Year's Eve

► Data shows demand is surging as official booking portal opens



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**campaign** Middle East

## High fiving it in the marketing department

Justin Harper

| FIVE Hotels' Ahmad Kheir talks to Campaign Middle East about marketing a new resort and 'look-alike' audiences



Last month, FIVE opened a new resort in JBR to add to its growing portfolio of hotels and resorts. Campaign Middle East editor Justin Harper spoke to Ahmad Kheir, Director of Digital Marketing & eCommerce at FIVE Hotels and Resorts to find out more.

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PEOPLE

# Women in Hospitality 2024: Stories of resilience, inspiration and more from the region's female leaders

In honour of International Women's Day 2024, we speak to executives, GMs, chefs and more about their journeys in the industry



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PEOPLE

## Hospitality leaders reflect on 2023's challenges and successes

Key leaders from prominent hotels share insights into the triumphs, challenges, and transformative strategies that shaped the dynamic landscape of 2023

by *Veronica Carpio* | December 26, 2023 10:49 AM GST | [SHARE](#) [f](#) [t](#) [e](#) [in](#)



Like most years before it, 2023 has been a dynamic and transformative year for the hospitality industry in the Middle East.

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## FIVE hires Ibiza nightclub boss to run glamorous JBR hotel

Enrique Mandl joins FIVE LUXE, previously boss of Lio Ibiza



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## The record-breaking year for FIVE's Mushal Nisthar, Revenue Management Person 2022

Mushal Nisthar works with FIVE Hotels and Resorts

by Josh Corder | October 11, 2022 07:00 AM GST | SHARE



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## How FIVE aims to lead the way with sustainable, luxury hospitality

Led by director of sustainability, David Shepley, FIVE's commitment to sustainable development touches every aspect of its operations

by [Hotelier Staff](#) | February 24, 2024 08:00 AM GST | [SHARE](#)



FIVE's portfolio stretches across the Middle East and Europe

FIVE Group's 'Sustainable Indulgence' philosophy goes beyond offering luxury and high-energy entertainment; it integrates world-leading sustainability achievements.

Director of sustainability David Shepley emphasises the importance of a strong governance structure to support the sustained progress of the business and generate lasting value for all stakeholders, especially FIVE's 'Tribe'. Through annual trainings and new hire orientations, FIVE educates its 1,500-plus colleagues on upholding employee code and conduct, promoting non-

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