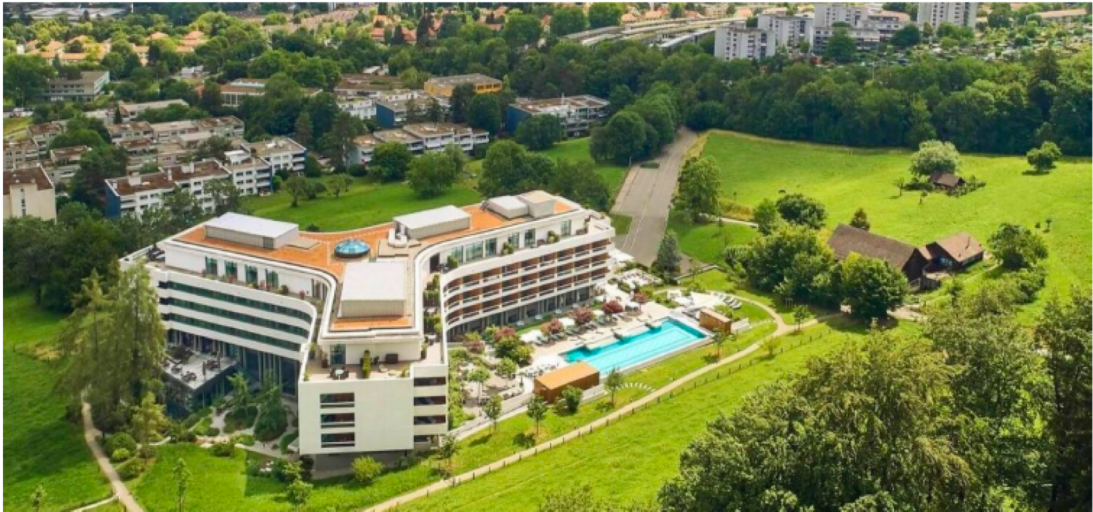


FIVE Hotels & Resorts is set to debut in Europe

By [Alice Holtham](#) | August 30, 2020



FIVE HOTELS AND RESORTS WILL OPEN IN ZURICH IN 2021

The homegrown Dubai hotel brand will open in Zurich in 2021.

FIVE Hotels & Resorts is set to debut in Europe in 2021, opening its first property outside of Dubai in Zurich next summer.

The Dubai-born hospitality brand, who operate the lively, millennial-focused FIVE Palm Jumeirah and [FIVE Jumeirah Village](https://www.cntravellerme.com/19409-5-cool-things-about-the-new-five-jumeirah-village) (<https://www.cntravellerme.com/19409-5-cool-things-about-the-new-five-jumeirah-village>) will expand into Switzerland next year rebranding the former Atlantis by Giardino hotel, which closed earlier this year in the wake of the coronavirus pandemic, into a FIVE property.

Promising to restore the historic hotel, previously frequented by the likes of Freddie Mercury, Grace Jones, Muhammed Ali and Rihanna, to its original glory while also adding a touch of Dubai's modern luxury hospitality. The hotel will reopen under the FIVE brand ready for the summer of 2021.

Speaking to [Arabian Business](https://www.arabianbusiness.com/travel-hospitality/451261-dubai-start-up-taking-five-hotels-resorts-to-switzerland) (<https://www.arabianbusiness.com/travel-hospitality/451261-dubai-start-up-taking-five-hotels-resorts-to-switzerland>), FIVE Hotels & Resorts chairman Kabir Mulchandani said "It is with firm belief in Dubai which provides the foundation for the creation of global hospitality champions, that we are determined to expand into Europe and beyond.

"It fills me with joy to open this new chapter alongside all of our colleagues who have shown restless commitment and passion in these past months, and to challenge each other's creativity with this new exciting project; as after all, if it's not with fun we shouldn't do it at all," FIVE's chairman added.