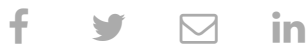


FIVE Hotels and Resorts CEO introduces record label

Aloki Batra says music is a vital component of his brand

by **Hotelier Staff** April 5, 2021

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FIVE Music: An Introduction

From the heart of music in Dubai, FIVE Hotels and Resorts introduces FIVE Music!

In collaboration with our amazing network of world-famous DJs (incl. Lost Frequencies, Tobe & Berger, Ayo & Teo) FIVE Music is our Record Label, with the aim of sharing the multi-genre musical stylings of the FIVE vibe with everyone across the globe by releasing a carefully crafted portfolio of singles.

Alongside, FIVE Music distributes exclusive Spotify & Apple Music playlists. Curated by our top international DJs, these multi-genre playlists capture the musical vibe of our hotly-attended events, such as Skyline Thursdays, Bohemia and Charlie Sloth & Friends.

In 2019, FIVE Music celebrated the Party of the Year: LUVYA2019 at FIVE Palm Jumeirah. Three incredible days full of live performances by the greatest DJs in the world (Lost Frequencies, Dimitri Vegas & Like Mike, Disciples, Craig David).

To keep up-to-date with FIVE Music follow: @fivemusic_official



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FIVE MUSIC IS OUR RECORD LABEL, WITH THE AIM OF SHARING THE MULTI-GENRE musical stylings of the FIVE vibe with everyone across the globe by releasing a carefully crafted portfolio of singles.”

Working with these DJs, Five Music also creates and distributes curated Spotify and Apple Music playlists that capture the music vibe of some of FIVE’s previous events, including Skyline Thursdays and Bohemia. One of the group’s most well-known events has been its home-grown LUVYA festival, which the dedicated **FIVE** Music Instagram channel celebrates throughout its posts.

In our February cover feature, Batra went into detail about the importance of music for his brand.



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