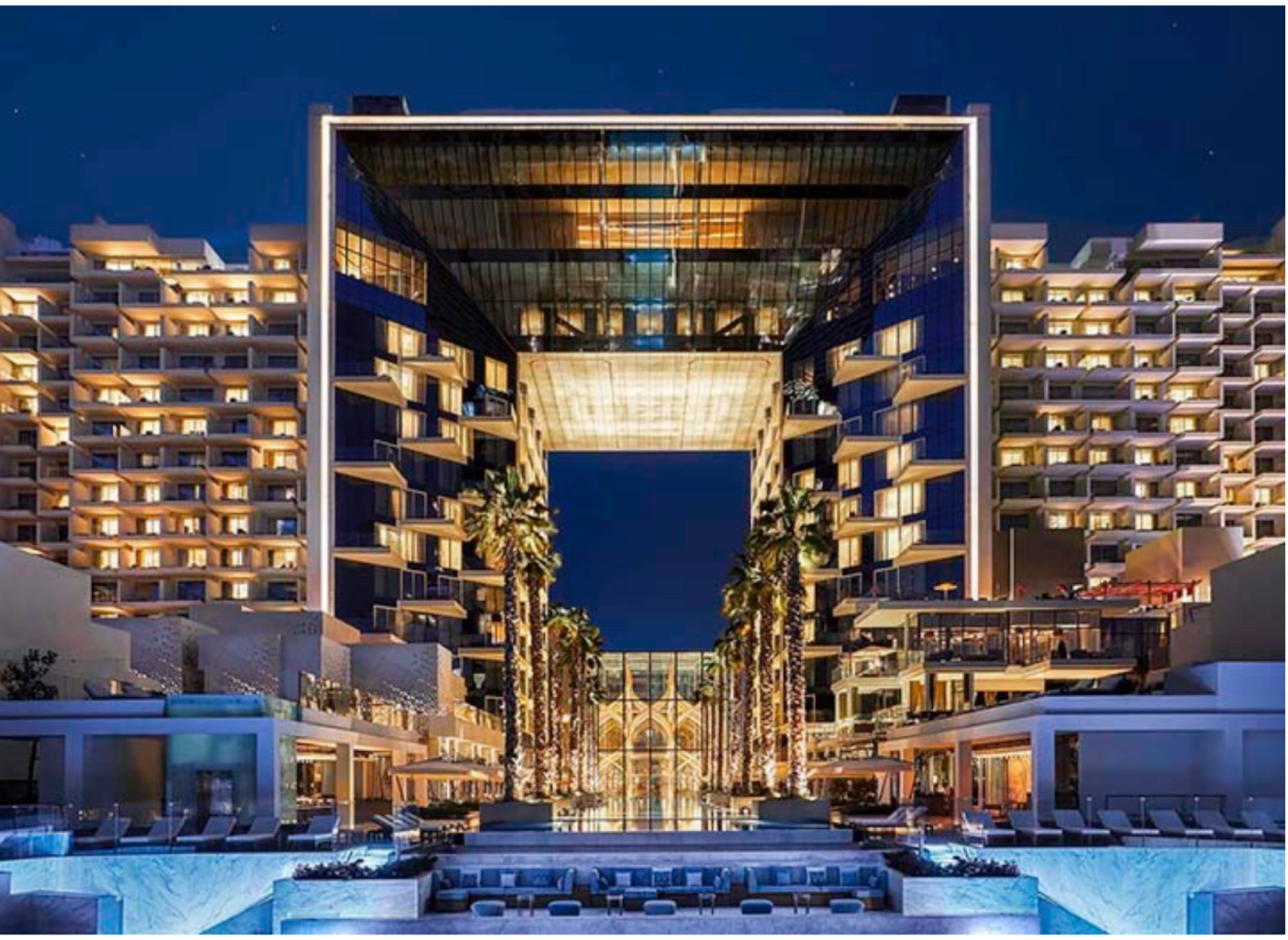




FIVE Palm Jumeirah Launches Dubai's First Music, Food, Art And Fashion Festival 'LUVYA'



12, 13 AND 14 DECEMBER, 2019
TICKETS AVAILABEL AT WWW.LUVYA.LIVE

THE PARTY OF THE YEAR

LOST FREQUENCIES – CRAIG DAVID – DISCIPLES – KLINGANDE – ELI & FUR

#FIVEPALMJUMEIRAH #LUVYAFIVE

<http://https://www.youtube.com/watch?v=czm4vpkDLPg&feature=youtu.be>

Multi award-winning FIVE Palm Jumeirah launches **LUVYA**, a brand-new three-day lifestyle festival. Acclaimed for luxe experiences, the hotel brings together **music, food, art** and **fashion** for a unique beach, basement and rooftop experience. LUVYA will head to Dubai for the first edition from **December 12th to December 14th**.

With three stages showcasing over forty world-class artists, nine fashion shows, an array of live art and culinary choices, LUVYA is the **first festival of its kind in Dubai**.

*"FIVE has disrupted the luxury travel segment by creating an experiential-focused philosophy, which puts design, music, food, fashion and entertainment at the forefront of our millennial guest experience. LUVYA brings all of these elements together to create a luxe five-star lifestyle extravaganza like no other,"*says Alok Batra, CEO of FIVE Hospitality.

LUVYA is set to be executed on a grand scale, making no compromise on the line-up with some of the industry's finest acts locked in to perform from a wide range of genres. Situated on FIVE's 150-metre private beach on West Palm Jumeirah, LUVYA's mainstage will showcase internationally renowned artists with breathtaking and unbeatable views of the Dubai Marina skyline.

Acclaimed British singer, songwriter, rapper, DJ and producer **Craig David** will bring his infectious urban sounds to the mainstage. Meanwhile, dance music sensation **Lost Frequencies** will fly in from Belgium, bringing his contagious energy and electrifying show to Dubai's famous archipelago. The much-loved British production trio **Disciples** will also perform mainstage at FIVE's stunning beach.

Guests will find LUVYA's second stage located at Dubai's famous and popular celeb hangout, The Penthouse, featuring an excellent view of the city's skyline and beaches below. Widely-renowned French DJ and producer Klingande will take over the sky-high stage, sound-tracking the unmissable event with his signature tropical-house vibes, while DJ and producer London duo, Eli & Fur, are set to take over the decks, showcasing their much-loved tech house tracks. The Penthouse will schedule a robust roster of talent from 5 pm – 4 am each day with more artists yet to be revealed. While the line-up is still under wraps, Secret Room, the globally famous hip hop and RNB nightclub – which allows you to drive your super car onto the dancefloor – is set to reveal another roster of renowned artists in the coming weeks.

LUVYA will see parts of the five-star resort transformed into a runway as fashion designers bring the festival's fashion show to life. With nine catwalks, the festival will no doubt offer a unique experience. Art installations will sweep through the festival, while local and upcoming artists will create artworks live throughout the three-day extravaganza. The creative world of LUVYA will be complete with a wonderful array of food choices from Japanese, Chinese, to Italian and international street food.

Stayed tuned on www.luvya.live for more announcements and ticket information.

Pricing:

FIVE Palm Jumeirah room packages are available at US\$340++* (AED1,250) per night, inclusive of x 2 general tickets.

FIVE Jumeirah Village room packages are starting from US\$232++* (AED850) per night, inclusive of x 2 general tickets.

One-day are available for US\$82 (AED300), including 3 drinks and weekend passes are priced at US\$205 (AED750) with 10 drinks.

*The above rates are subject to taxes and tourism fee