

THE DOLDER GRAND

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Press Release

THE DOLDER GRAND ENTERS STRATEGIC PARTNERSHIP WITH PUBLICIS LUXE

The iconic Zurich luxury hotel, **The Dolder Grand**, announces its collaboration with the internationally renowned luxury advertising agency **Publicis LUXE**. Since January 2025, Publicis LUXE has taken on the role of lead agency, sharpening and strategically developing the brand, which has stood for hospitality and visionary luxury hospitality since 1899.



The partnership opens promising prospects for both companies: it combines Publicis LUXE's expertise in managing globally leading luxury brands such as Cartier and Lancôme with the Dolder Grand's role as a pioneer of Swiss luxury hospitality. The aim is to strengthen the hotel's brand presence, continuously evolve its brand strategy, and reach new target audiences.

Joachim Schweier, Senior Marketing Communications Manager, explains: «Working with the experienced Publicis LUXE team in Zurich gives us the opportunity to communicate the Dolder Grand's uniqueness even more clearly, to position our brand more precisely, to bring fresh inspiration to our communications, and to raise the Dolder Grand's international profile further.»

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About the Dolder Grand

The Dolder Grand is a 175-room city resort nestled in the hills overlooking the vibrant lakeside city of Zurich and the picturesque Swiss Alps. Since opening its doors in 1899, the legendary hotel has played host to numerous international artists, renowned musicians, and prominent dignitaries, and over the years has established itself as a must-see culinary, wellness, and arts destination with a host of accolades to its name. Reimagined by acclaimed architect Lord Norman Foster in 2008, The Dolder Grand's historic, castle-like façade serves as a contrast to the impressive contemporary art collection housed within the hotel, including works by Salvador Dalí, Takashi Murakami, and Jani Leinonen. The Dolder Grand offers four distinct, and highly innovative dining concepts: The Restaurant (2-Michelin star and 19 GaultMillau points), Mikuriya (16 GaultMillau points), Saltz (15 GaultMillau points), and a new seasonal vegan/vegetarian garden restaurant, blooms (15 GaultMillau points). These remarkable culinary offerings, in addition to a lively bar and rotating pop-ups such as The Lobster Club, reaffirm the hotel's standing as a place of daring culinary experimentation and most recently earned it the title of GaultMillau's 'Hotel of the Year 2024'. The Dolder Spa is over 4,000 sq meters and features an expansive indoor pool, hot and cold plunge pools, sauna, steam, aroma pool, solarium, snow room, meditation room, a sun-soaked outdoor terrace, and more. A proud member of Leading Hotels of the World, Swiss Deluxe Hotels, and Responsible Hotels of Switzerland, the world-class city resort masters the art of Swiss hospitality and invites guests to enjoy the magic of Zurich in the most memorable of settings.

For images and general information, visit our [media page](#).

About Publicis LUXE

Publicis Luxe is a 360° creative pole of excellence in luxury. By merging bold strategy, cutting-edge innovation, creativity, and cultural insight, the agency creates work that captures emotion and helps shape the future of the luxury industry. At the heart of our vision lies the power of encounters. When pieces of culture collide, something new emerges. When diverse talents meet, they chart new creative paths. Luxury meets culture. Craft meets AI. E-commerce meets retail. Encounters are the atom of transformation – and luxury has never craved reinvention more. With 400+ talents across Paris, New York, Geneva, Zurich and Shanghai, the agency supports brands in long-term collaborations and targeted projects, covering all aspects of communication: strategy, digital, social, and production. We pioneer a new era of luxury marketing – where conversations flow, bridges are built, and heritage meets zeitgeist to spark the future. <https://www.publicisluxe.com/>

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