

For Immediate Release  
Virgin Hotels Press Office



## Introducing Virgin Hotels at Home Store Your New Hub for all Things Virgin Hotels including the Patented Lounge Bed

Miami, FL (December 3, 2015) – Just in time for the holidays, Virgin Hotels reveals its new retail website, [Virgin Hotels at Home](#), giving customers the opportunity to purchase some of the most coveted items from the guest Chamber, and create their own Virgin Hotels-like environment. Just one of the many items on sale is the newly patented and award-winning Lounge Bed.

“The chic apartment-feel that our Chambers give off can now be replicated at home. Virgin Hotels’ fans can purchase the red SMEG mini refrigerator, Italian Scooter Desk Chair, Stellè Audio Pillar and everything in-between. And the showpiece of the Chamber, The Lounge Bed, will be the perfect centerpiece to any bedroom, while also serving many purposes,” said Raul Leal, CEO Virgin Hotels.

Virgin Hotels has partnered with Parker&Morgan, who enables retail programs for luxury and boutique hotels, to manage the website, inventory and distribution. Parker&Morgan are sleep and wellness experts who design luxury products for restorative sleep and build custom collections that allow guests to experience hotel-quality in their own homes.

Newly patented by the U.S. Patent & Trademark Office, The Lounge Bed is a multi-functional piece of furniture designed for the traveler who can’t keep from multitasking even after hitting the sheets, or never leaves bed in the first place. With a soft, padded headboard ergonomically designed with a 120 degree pitch, The Lounge Bed allows guests to recline and work easily with a laptop or tablet propped against their knees. Built into the footboard is a corner nook-like seat that adds more seating and the ability for couples to have a face to face conversation in bed.

Virgin Hotels at Home Store is now open for business and will continue to add new items for sale as Virgin Hotels expands. Virgin Hotels Chicago is now open, with Nashville, Dallas and New York City under development. The Lounge Bed will be found in all Chambers, but with different textures and styles to reflect the city and Chamber aesthetic.

*Images of Virgin Hotels at Home can be downloaded [here](#).*

### About Virgin Hotels

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson’s global Virgin Group has pioneered for over 40 years. Each property will intermix a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals

alike. Chicago opened in 2015, with New York, Nashville, Dallas and others to follow. For more information, please visit [www.virginhotels.com](http://www.virginhotels.com).

### **About Parker&Morgan**

Parker&Morgan is headquartered in Pasadena, CA and operates in the U.S., Southeast Asia and Australia as purveyors of luxury sleep and wellness products. Their businesses include consumer-direct sleep and wellness stores, luxury hotel lines and the P&M Studio lifestyle brand. CEO Peter Whitford is the former Worldwide President at The Walt Disney Company overseeing Disney Store, Catalogue and Internet businesses. Prior to that role, he served as President and CEO of Structure, part of The Limited (Victoria's Secret, Abercrombie & Fitch, Bath and Body Works). For more information, please visit <http://www.parkerandmorganglobal.com>

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