

Virgin Hotels Press Office
For Immediate Release



Virgin Hotels Chicago Spa Pampers Guests On-the-Go with 'A La Carte' Treatments

CHICAGO (June 4, 2015) – Looking for a quick nail fix or a lunch break massage? [The Spa](#) at Virgin Hotels Chicago opens today and caters to busy professionals and guests looking to treat themselves, but have limited time to spend. The Spa includes a Hammam, five treatment rooms including a couple's room, a manicure-bar and the ability to completely customize treatments from duration to product benefit.

"Instead of replicating the operations at your typical city spa, designed for elongated and expensive days, we've turned the proposition on its head, and created an offering for business travelers and locals alike," said CEO of Virgin Hotels Raul Leal. "We understand they have demanding schedules and sometimes limited budgets, so to maximize their time at The Spa, we've created options such as flexible durations of treatment times and affordable add-ons."

The Spa offers manicures, pedicures, facials, massages and waxing, and true to the Virgin brand, encourages socializing in the unisex Hammam and at the central manicure-bar, which has a champagne cart that makes daily rounds. Customers can choose from an a la carte menu, mixing and matching different aspects of treatments and time frames - 30, 45 or 60 minutes. Even the gentlemen have treatments tailored specifically for them including waxes and facials using pine bar extract to fight aging.

Virgin Hotels, who partners with environmentally and socially responsible companies, has selected [Red Flower](#), known for exceptional ingredients from around the globe. Red Flower products will be used for therapeutic massages, body treatments, manicures, pedicures and some facials. Each Red Flower treatment contains benefit-driven ingredients such as berries sourced from the Arctic Circle that contain 40-times more concentrated antioxidants and omegas 3, 6 and 9, or a jasmine and rose infused rhassoul clay sourced from the Atlas mountains that wraps the skin to deeply purify and tone. [emerginC](#) products will be used for facials, including an Apple Stem mask to help tone and tighten and potent botanical extracts and coenzymes to brighten the skin and minimize the appearance of fine lines.

The Hammam provides a unique method of relaxation with a steamy, heated atmosphere for deep detoxification, and day passes can be purchased for \$15. While in the Hammam, guests can partake in the Red Flower Self-Guided Hammam Experience with a curated kit designed to remove impurities, clarify and smooth the skin. Or the kit can be taken back to the guest's Chamber to continue the therapeutic detoxification.

To enter The Spa from the lobby, guests descend down the original stone staircase into what used to be the Bank President's office. They're greeted by a beautiful, rich oak fireplace, surrounded by ornate marble – a landmark piece of the hotel from the original office. Virgin Hotels designed The Spa in collaboration with Rockwell Group Europe, the same firm that

completed Miss Ricky's, Two Zero Three, The Commons Club, Chambers and the Penthouse Suites.

The Spa will launch a series of ongoing daily specials and events, such as Retox and Detox Sundays or Happy Hour Lunch which is available Monday through Friday. Guests can enjoy a 30-minute massage followed by lunch, which can be selected from a specially designed menu focusing on well-being.

The Spa will be open 10:00am – 10:00pm daily. To make your appointment please email spachicago@virginhotels.com, call 312.940.4790 or visit virginhotels.com/the-spa/.

For a complete menu and images of The Spa, [click here](#).

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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 and others to follow. For more information, please visit www.virginhotels.com.