



THE STORY: VIRGIN HOTELS SAN FRANCISCO

SAN FRANCISCO, CA. — In February 2019, Virgin Hotels introduces its second property, **Virgin Hotels San Francisco**, in the center of the city's SoMa neighborhood. The hotel brand, founded in 2010, joined a stellar portfolio of hospitality companies led by Virgin Group and its founder Sir Richard Branson and later opened its first property, Virgin Hotels Chicago, in 2015. It continues to offer the same excitement, heartfelt service, and smart innovation that the Virgin brand is known for across its portfolio.

Since the brand's inception, eliminating fees and surcharges has been top priority along with creating an experience that allows guests to feel that Virgin Hotels is their place in the city. A champion of the customer, the hotel brand offers free and fast WiFi (at unlimited bandwidth) and has eliminated early check-in fees, late check-out fees, room service delivery charges, business center transactions, and other services that cause frustration for travelers. In 2018, the brand's preferences and loyalty program, The Know, was updated to offer guests access to room upgrades, the best rate discounts, special event and dining offers and a complimentary daily cocktail hour aptly called the *Spirit Hour* in the flagship restaurant, bar and lounge, **Commons Club**, by simply signing up and booking directly with Virgin Hotels. The Know also allows guests to personalize their stays with anything their hearts desire - from a perfectly stocked mini fridge to just the right pillow.

Virgin Hotels San Francisco features the signature two-room **Chamber** layout, with small touches that make traveling for business or leisure an easier experience. All guest Chambers are divided into two spaces by wooden sliding doors, complete with a peephole. The **Dressing Room** includes a full vanity, makeup desk and expertly-lit mirror, an extra-large shower with a bench, and a closet for two. Slide open the privacy barn-style door and guests will enter **The Lounge** with the brand's patented ergonomically design lounge bed, a red SMEG® mini-fridge stocked with street-priced comforts, High Definition TV, yoga mat, round wood table, a custom designed bench and ample outlets for smartphones, computers or other electronic devices making it the ideal space to work, sleep, and play. The Chambers showcase warm, wood tones throughout and soft touchable textures, offset with black accents. Touches of signature 'Virgin Red' complete the design.

Virgin Hotels San Francisco features collaborative designs from **Hager Design International (HDI)** as the Interior Designer of Record, **Gensler San Francisco** as the designer for the hotel's rooftop, and **Matthew Rolston** as the Creative Director for the hotel's public spaces and Commons Club. Under his creative direction, Matthew Rolston envisioned Virgin Hotels San Francisco to be the ultimate hospitality destination for the savvy, tech-forward business and leisure traveler. Inspired by the Virgin brand, Rolston's idea was to merge an eclectic architectural and decorative mix between San Francisco's Victorian-era past, the city's 1960s rock 'n' roll appropriation of Victorian styling (think Haight-Ashbury, the hippie movement and the eponymous "painted lady" townhouses), and a 19th-century British feel. Rolston uses a modern, seamless, tech-savvy approach and a good sense of humor to give guests the special 'Virgin' experience in San Francisco.

Virgin Hotels San Francisco provides three dining and drinking options including the flagship restaurant, bar and lounge, **Commons Club**. Each outlet will feature seasonal cuisine and a beverage program prepared through the lens of globally-inspired Executive Chef, Adrian Garcia. At the heart of Virgin Hotels San Francisco is Commons Club, a contemporary, chic environment situated at the main entrance of the hotel. The vibe evokes the feeling of a modern social club without the fees, where guests and locals alike are welcome. The Commons Club's feature wall is a soaring installation — a deconstruction of Victorian-era architectural elements, such as cornices, pilasters, and columns. The Commons Club bar area has furniture and millwork that again recall the Victorian era of both San Francisco and London. Thirty-foot-high velvet swag curtains add to the theatrical atmosphere. Commons Club includes **The Kitchen by Adrian Garcia** where Chef Adrian prepares culinary delights by combining thoughtfully-sourced ingredients with bold flavors, while the environment invokes a relaxed, yet elegant experience.

The hotel also features two additional dining options, the rooftop bar, **Everdene**, and the **Funny Library Coffee Shop**. Located on the 12th floor, Everdene is an indoor/outdoor urban oasis rooftop bar and one of the few rooftops in the city offering breathtaking views amid a spontaneous, playful scene. Designed in partnership with Gensler San Francisco, the 4,000 square-foot rooftop features multiple spaces to take in the panoramic views of the city. These three distinct spaces include **The Salon**, which houses a 25-foot wraparound bar and features an impressive operable facade that instantly transforms the Salon into an outdoor experience; **The Patio**, an outdoor space featuring a large community table allowing patrons the space to indulge in refreshing cocktails from the eclectic bar menu while lounging beneath a garden trellis; and **The Secret Garden**, an intimate VIP lounge only accessible via a signature Virgin-red garden gate crowned with foliage from the surrounding lattice.

Back on the ground floor, the **Funny Library Coffee Shop** is a communal work space that houses our most-prized possessions, curiosities, and selection of whimsical and funny books. The street-level café hosts a separate entrance convenient for foot traffic along the 4th Street corridor, as well as a variety of sofa banquette seating and plenty of space for lounging, working and charging up. The Funny Library Coffee Shop pours coffee by Laughing Man® and offers a grab-and-go station with San Francisco-style pastries and healthy, fresh light bites curated by Executive Chef, Adrian Garcia in partnership with local bakeries, Craftsman and Wolves and Firebrand.

The hotel also features a state-of-the-art fitness center open 24 hours a day, meeting spaces and event space, and additional amenities for pets.

Guests at Virgin Hotels San Francisco can also access [Lucy](#), its mobile app that allows guests to seamlessly integrate their device into their hotel experience. Lucy gives users a simple and customized stay by transforming their digital ecosystem into a personal hotel assistant by fulfilling requests for services and amenities, functioning as the room thermostat, streaming personal content, and more.

Virgin Hotels San Francisco is located South of Market, just steps from Yerba Buena Gardens, at 250 4th Street. It will serve as neighbor to many cultural attractions within the area, as well as the Moscone Center. The hotel is also in close proximity to the new Central Subway Station, which, upon opening in late 2019, will connect South of Market with Union Square and Chinatown. The 12-story newly built building offers 192 Chambers and two Penthouse Suites.

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About Virgin Hotels San Francisco:

Virgin Hotels San Francisco mixes 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. Located South of Market Street, just steps from Yerba Buena Gardens, Virgin Hotels San Francisco features 192 Chambers and two Penthouse Suites; multiple dining and drinking outlets, including the brand's flagship space, Commons Club; the Funny Library coffee shop; numerous meeting spaces; and a rooftop bar, Everdene. Virgin Hotels San Francisco is a new build located at 250 4th Street, serving as neighbor to many cultural attractions within the area, as well as the Moscone Center.

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 intermixes 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. Virgin Hotels Chicago - named the "#1 Hotel in United States" in 2016, and "#1 Hotel in Chicago" in both 2016 and 2017, by the Condé Nast Traveler's Readers' Choice Awards. Virgin Hotels San Francisco is now open. Locations in Nashville, Dallas, New York, Washington, D.C., New Orleans, Silicon Valley, Palm Springs, Edinburgh, Las Vegas and others are to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Miami, Austin, Seattle, and London.