



NOW OPEN: VIRGIN HOTELS SAN FRANCISCO

Virgin Hotels' second property, located South of Market – Yerba Buena neighborhood, offers visitors and locals with one-of-a-kind guest Chambers, three dining concepts and the city's newest rooftop bar

Miami, FL. and San Francisco, Calif. (February 19, 2019) — [Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, announces today the official opening of its highly anticipated second property, [Virgin Hotels San Francisco](#). The hotel, located at 250 Fourth Street, is situated South of Market (SoMa) just steps from Yerba Buena Gardens and the Moscone Center, and features 192 Chambers and two Penthouse Suites; multiple dining and drinking outlets, including the brand's flagship space, **Commons Club** and **Funny Library Coffee Shop**; numerous meeting spaces; and the city's newest rooftop bar, **Everdene**. The hotel is also in close proximity to the new Central Subway Station, which, upon opening later this year will connect South of Market with Union Square and Chinatown.

"I love visiting San Francisco, and it has always been very special to Virgin. Never losing its local charm, the city continues to be dynamic and innovative, embodying so much of what our brand stands for. Virgin Hotels and the delightful city of San Francisco make the perfect pair and I'm thrilled to announce that the hotel is now open," said Sir Richard Branson, founder of Virgin Group.

Virgin Hotels San Francisco features collaborative designs from **Gensler San Francisco** as the designer for the hotel's rooftop Everdene, **Hager Design International (HDI)** as the Interior Designer of Record and **Matthew Rolston** as the Creative Director for the hotel's public spaces and Commons Club. Under his creative direction, Matthew Rolston envisioned the ultimate hospitality destination for the savvy, tech-forward business and leisure traveler, merging an eclectic architectural and decorative mix between San Francisco's Victorian-era past, the city's 1960s rock 'n' roll appropriation of Victorian styling, and a 19th-century British feel.

"There are a lot of wonderful things about this property, but what I'm most excited about is the dynamic yet mystical spaces throughout the hotel; from Commons Club, to the lush rooftop escape on the 12th floor, this hotel will offer visitors a unique experience," said Raul Leal, CEO of Virgin Hotels. "Guests of Virgin Hotels in Chicago will notice a lot of key brand features like the Chamber design and the Lounge Bed, but this property will feel inherently San Francisco."

The hotel is owned by Paradigm Hotels Group and operated by Virgin Hotels.

"We're thrilled to partner with Virgin Hotels as it continues its expansion around the world," added Jay Singh, Owner of Paradigm Hotels Group. "Virgin Hotels is a brand that knows what travelers want and it's exciting to bring this specific level of service to San Francisco."

There are 192 Chambers – featuring Virgin Hotels' signature two-room concept - and two Penthouse Suites. 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. A sliding wooden door (complete with peep hole) separates it from **The Lounge**, which features Virgin's patented ergonomically designed lounge bed, a red SMEG®

mini-fridge stocked with street-priced snacks, High Definition TV, yoga mat, round wood table, a custom designed bench and ample outlets for smartphones, laptops or other electronic devices. The Chambers showcase warm, wood tones throughout and soft touchable textures, offset with black accents. Touches of signature 'Virgin Red' complete the design.

Additionally, Virgin Hotels San Francisco provides guests with three dining and drinking options including the flagship restaurant, bar and lounge, **Commons Club**: a contemporary, chic environment situated at the main entrance of the hotel. Commons Club is designed to feel like a "members only" experience that's open to all. Executive Chef Adrian Garcia, formerly of Benu and Quince, will offer modern California cuisine with international influence at **The Kitchen**, and will be showcasing outstanding seasonal ingredients that have been thoughtfully selected from local and specialty purveyors and producers. A specially curated entertainment and music program will add to the overall experience which evokes the feeling of a modern social club without the dues, where both travelers and locals are welcome to convene and enjoy the lively atmosphere. The design aesthetic features a modern take on Victorian-era architectural elements, displayed in the bar's soaring installation wall, the furniture and millwork, and the 30-foot-tall velvet curtains.

Opening early March, the hotel will also feature 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 and one of the few rooftops in the city offering breathtaking nearly 360-degree city views. Designed in partnership with Gensler San Francisco, the 4,000 square-foot rooftop features three distinct spaces - **The Salon**, home to a 25-foot wraparound bar and an impressive operable facade that instantly transforms it into an outdoor experience; **The Patio**, an outdoor space featuring a large communal table where patrons can indulge in refreshing cocktails while lounging beneath a garden trellis; and **The Secret Garden Lounge**, an intimate VIP lounge only accessible via a signature Virgin-red garden gate crowned with foliage from the surrounding lattice.

On the ground floor, with a separate entrance and conveniently located on the 4th Street corridor the **Funny Library Coffee Shop** pours coffee by **Laughing Man®**, the brand co-founded by actor Hugh Jackman. Laughing Man® coffee uses high quality beans supplied by Fair Trade coffee growers to create an exceptional experience. Laughing Man® Coffee also supports farmers through the Laughing Man Foundation, empowering farmers and their families to help them improve their homes, access higher education and achieve their dreams. The coffee shop will offer a grab-and-go station with San Francisco-style pastries and healthy, fresh light bites curated in partnership with local bakeries Craftsman and Wolves and Firebrand. Funny Library Coffee Shop is a communal work space that houses an assortment of whimsical, funny and inspirational books. With natural lighting, warm wood tables and a variety of sofa banquette seating the design space reflects the spirit of interactive playfulness with an urban yet contemporary aesthetic.

The hotel features a state-of-the-art fitness center open 24 hours a day, over 7000 square feet of flexible meeting and event space, Red Flower toiletries, complimentary yoga mats, intimacy kits, and additional amenities for pets are available in the chambers.

Virgin Hotels, 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. Guests at all Virgin Hotels can also access [Lucy](#), its mobile app that allows guests to seamlessly integrate their device into their hotel experience, and sign up for [The Know](#), its guest preferences and loyalty program that offers member rate discounts, room upgrades, exclusive dining and event offers in Commons Club and a nightly complimentary happy hour aptly dubbed the *Spirit Hour*.

To learn more about Virgin Hotels San Francisco, please visit www.virginhotels.com/san-francisco. Follow along on [Instagram](#), [Twitter](#), [Facebook](#) and [YouTube](#).

For more information about Virgin Hotels, visit www.virginhotels.com. To explore future developments, please visit <https://development.virginhotels.com/>.

[Images of Virgin Hotels San Francisco](#)

###

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.

Press Contact:

Brand: Ana Lanzas
ana@virginhotels.com
305-798-3932

National: The Door
virginhotels@thedooronline.com
646-340-1760

Local: AF&Co.
VirginHotels@afandco.com
415-781-5700