



## THE STORY: VIRGIN HOTELS DALLAS

**DALLAS, TX.** — In December 2019, Virgin Hotels introduced its second property, [Virgin Hotels Dallas](#), in the booming Dallas Design District. The hotel brand, founded in 2010, joined a stellar portfolio of hospitality companies led by Virgin Group and its founder Sir Richard Branson. It offers the same excitement, heartfelt service and smart innovation that Virgin is renowned for across its portfolio.

Guests at all Virgin Hotels can access [Lucy](#), a mobile app that allows guests to seamlessly integrate their device into their hotel experience, and sign up for [The Know](#), a guest preferences and loyalty program that offers member rate discounts, room upgrades, personalized-stays, exclusive dining and event offers and a complimentary cocktail hour dubbed “The Spirit Hour”.

The new-build hotel features 268 Chambers that includes two Penthouse Suites, **The Pool Club**, a fourth-floor rooftop bar and pool, and multiple dining and drinking outlets, including its flagship restaurant, bar and lounge, **Commons Club** and **Funny Library Coffee Shop**. The hotel also offers over 15,500-square-feet of versatile indoor and outdoor event space. Each space intermixes a passion for food and beverage, with music and programming, fusing with the local landscape and providing a vibrant, inclusive environment for travelers and locals alike.

Virgin Hotels Dallas is the first hotel in the Design District, which includes a vast array of furniture shops, interior design studios, art galleries, museums and restaurants. The property was developed in partnership with Dunhill Partners and is operated by Virgin Hotels. The hotel features collaborative designs from the interior designer of record Dallas-based [SWOON, the studio](#) and Austin-based [Joel Mozersky Design](#), who oversaw the hotel’s junction (lobby), Commons Club, Funny Library Coffee Shop and Penthouse Suites. Under SWOON, the studio’s creative vision, the hotel embraces an artful design sensibility that celebrates Dallas’ vibrant arts and culture scene while creating a strong sense of place through natural textures and materials, hand-crafted elements and touches of fun and whimsy. [5G Studio Collaborative](#) served as the architectural firm.

Virgin Hotels Dallas offers a cultivated multi-million-dollar original art collection curated in close collaboration between mixed-media artist and co-curator Lesli Marshall, owner of Articulation Art and Dunhill Partners. Commissioned pieces from emerging artists with Dallas ties are proudly displayed alongside internationally acclaimed pieces from a private collection. Designed to attract, entertain, and educate, guests can enjoy a mix of unique and site-specific sculptures, murals, mixed media and found objects. The hotel’s impressive art collection includes 890 pieces that can be seen throughout the hotel, including the Chambers and suites.

Ranging from 323 to 1,395-square-feet, Chambers are residential-inspired retreats featuring calm palettes, white oak millwork, natural materials, mid-century style furnishings and Design District-sourced accessories and lighting. The **Dressing Room** includes a full vanity tucked between two white oak closet systems, sit-down makeup desk with mounted illuminated mirror, and an extra-large shower with a bench. A sliding wooden door (complete with peephole) separates it from **The Lounge**, which features Virgin’s patented ergonomically designed bed with a channel-tufted headboard, a red SMEG® mini-fridge stocked with street-priced snacks, High Definition TV and a yoga mat.

Nestled on the ground floor, **Commons Club** is designed to feel like a modern social club in a playful, sophisticated environment. The Kitchen in Commons Club features seasonally-driven cuisine prepared with

classic and modern French technique. Serving breakfast, lunch, dinner and brunch on weekends, the restaurant features an open kitchen with a community chef's table and wrap-around dog-friendly patio. Custom Kintsugi wallcoverings add an interesting art and architectural element to the main dining room, while rice-paper lighting by Spanish Designer Jaime Hayon, used en masse, creates an artistic installation. An intimate dining area with dowel wood-paneled walls and cozy velvet booths can be curtained off for a private dining experience. A showpiece in Commons Clubs is The Bar, with its the ellipse-shaped marble-topped bar with custom brass canopy. Adjacent to The Bar is The Shag Room, a '70s-inspired space with winding serpentine ruched banquette and smoked mirrors ideal for cocktails or an intimate reception.

Also located on the ground floor is **Funny Library Coffee Shop** pouring coffee by **La Colombe**, and offering a selection of teas by J'enwey Tea Company and house-made pastries and grab & go snacks made in-house. The coffee shop is a communal workspace that houses an assortment of artful and humorous books and games. Walnut wood-paneled walls, seating alcoves and a coffered ceiling with brass inlays intermingle with checkerboard tables to create a whimsical space to work or recharge.

Set against a backdrop of scenic skyline views, **The Pool Club**, the fourth-floor rooftop bar and pool combine multiple indoor and outdoor thoughtfully designed spaces ready for friends to lounge, play and splash. Locals and travelers can sip refreshing cocktails and enjoy a variety of shared dishes as local DJs keep the playground lively, spinning the latest tracks. The Pool Club bar, a glass-enclosed all-season hangout, features an impressive operable façade that can instantly open to become an outdoor experience in beautiful weather. The outdoor social setting, amidst greenery and trees with hanging Moroccan lanterns, is an easygoing atmosphere that includes a ping pong table that doubles as a communal table, tree swing, fire pit and red spin chairs. Loungers and daybeds at the adjacent pool are complimentary for hotel guests and available to non-hotel guests with the purchase of a pool day pass, cabana rental or ticketed event. Sunbather's looking to elevate their sun-soaking affair while enjoying a little poolside privacy can rent a plush pool-front cabana fully stocked with a TV, towels and mini-fridge with fruit and drinks..

The hotel also features an expansive state-of-the-art fitness center featuring internet-equipped Technogym cardio machines and pets stay free with no size or breed restrictions and receive comfy "pet-menities".

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#### **About Virgin Hotels Dallas:**

Virgin Hotels Dallas is the second property from Virgin Hotels - the lifestyle hospitality brand that combines heartfelt service, straightforward value and seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years. The property intermixes a passion for food and beverage with music and culture that fuses with the local landscape, providing an inclusive environment for travelers and locals alike. Located in the Dallas Design District on 1445 Turtle Creek Blvd, the hotel features 268 Chambers and two Penthouse Suites. Dining and drinking outlets include Commons Club, the brand's flagship restaurant and bar, Funny Library Coffee Shop and The Pool Club. The hotel offers over 15,500-square-feet of flexible indoor and outdoor meeting and event space. Reservations can be made directly on the hotel's website, [www.virginhotels.com/dallas](http://www.virginhotels.com/dallas), or by calling 469-359-7700.