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CURIO COLLECTION
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VIRGIN HOTELS LAS VEGAS UNVEILS EXCLUSIVE **NEW UNIFORM DESIGNS**

Sketches can be downloaded here: <https://spaces.hightail.com/space/IMfV3NJAEM> (Credit: Bell Uniform Design)

LAS VEGAS – Virgin Hotels Las Vegas, part of Curio Collection by Hilton™, the highly anticipated and re-conceptualized casino resort, has teamed up with Las Vegas-based **Bell Uniform Design** to create the property’s inspired uniform designs which have been developed especially for Virgin Hotels Las Vegas and will be worn by all front-of-house teammates.

The collection was designed with a modern spin. Uniforms for the property will feature clean lines and chic silhouettes for men and women. Drawing on the lifestyle resort’s desert modern feel and theme, the uniforms will highlight a neutral color palette, with vibrant earth tone shades of khaki, chocolate, rust, burgundy, and olive. Fabric designs include multiple custom prints which are exclusive to Virgin Hotels Las Vegas.

Unlike many other hospitality uniform programs, some property departments will offer team members the opportunity to select the design that best aligns with their body type and personality, ensuring that each teammate feels comfortable and confident while on the job.

Virgin Hotels Las Vegas and Bell Uniform Design wanted to create a collection that ensures all teammates are at ease at work so designs feature lightweight, relaxed and breathable fabrics allowing team members to move effortlessly, while still looking chic and stylish.

“Having the honor of designing the entire uniform program for this new property has been a dream,” said Barbara Bell, owner of Bell Uniform Design. “My team and I have been working with Virgin Hotels for over two years to truly understand the voice and culture of the brand to best create uniforms for the property’s diverse team, ensuring they are as comfortable as they are proud to work for such a renowned brand.”

Attire for the food and beverage outlets operated by Virgin Hotels will complement each venue’s distinctive atmosphere and poolside uniforms will combine nuances of Tulum and Greece while celebrating the desert playground, perfectly pairing with the resort’s new pool and entertainment complex.

Throughout the property, uniforms will reflect modern fashion for both men and women with well-tailored pieces. To maintain the integrity of the program, team members will be offered layering pieces to be utilized during the winter months. “When you look good, you feel good. Confidence with what you are wearing is very important. So, we made it a priority to design uniforms that did just that for our team members,” explained Richard “Boz” Bosworth, President and CEO of JC Hospitality, owner of Virgin Hotels Las Vegas. “We are proud to partner with Bell Uniform Design to outfit the team in comfortable and stylish designs that are an extension of the property’s overall story.”

Bell Uniform Design is based in Las Vegas and owned by Barbara Bell, specializing in custom design, manufacturing and more. Over the past decade, Bell Uniform Design has been a class leader in the hospitality sector, working with the Cosmopolitan of Las Vegas, MGM Resorts, Venetian, Hakkasan Group and more.

Follow Virgin Hotels Las Vegas on [Facebook](#), [Twitter](#) and [Instagram](#) or visit www.virginhotelslv.com. To learn more about Virgin Hotels, visit virginhotels.com. For future developments please visit development.virginhotels.com.

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About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is a reimagined and re-conceptualized casino resort. The property will be a part of the Curio Collection by Hilton™. The integrated resort will intermix a passion for food and beverage with music and culture and features three hotel towers totaling over 1,500 Chambers and suites; the 60,000 sq. ft. Mohegan Sun Casino, operated by Mohegan Gaming & Entertainment; a five-acre desert pool oasis including a multi-functional event lawn; live music and entertainment theater with 4,500 capacity; 24 Oxford showroom accommodating 650 guests; an exclusive portfolio of twelve food and beverage venues including Todd English's Olives, Kris Yenbamroong's Night + Market, the legendary Nobu, Michael and David Morton's One Steakhouse, Kassi Beach Club from restaurateur Nick Mathers, Casa Calavera by global hospitality company Hakkasan Group, the sports entertainment, daylife and nightlife venue Money, Baby! from Clive Collective, famous Afters Ice Cream, Pizza Forte by the Ferraro Family and signature Virgin Hotels restaurants and bars including The Kitchen at Commons Club, The Bar at Commons Club, The Shag Room and Funny Library Coffee Shop. The property is owned by JC Hospitality, LLC, in partnership with Juniper Capital Partners, Virgin Group, LiUNA, Fengate Asset Management, Dream and Orlando Development. The off-Strip playground, located at 4455 Paradise Road, is currently closed for renovations and scheduled to arrive in early 2021. For more information, visit www.virginhotelslv.com.

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 50 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 2016, 2017 and 2020 by the Conde Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas - named the "#16 Hotel in Texas" - and Virgin Hotels Nashville are now open. Locations in Las Vegas, New York, New Orleans, Miami and Edinburgh to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Austin, Seattle, and London.

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 90 one-of-a-kind hotels and resorts. Curio Collection properties offer travelers authentic, curated experiences through distinctly local offerings and elevated amenities, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Read the latest brand and hotel stories at newsroom.hilton.com/curio, and connect with Curio Collection on [Facebook](#), [Instagram](#), and [Twitter](#).

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