



CURIO COLLECTION
by Hilton™

VIRGIN HOTELS LAS VEGAS, CURIO COLLECTION BY HILTON DEBUTS CHAMBERS AND SUITES DESIGN

*High-res images, renderings and video may be downloaded at
<https://spaces.hightail.com/space/cLuPErRLZm>*

LAS VEGAS – Virgin Hotels Las Vegas, part of the Curio Collection by Hilton, has unveiled plans for the property's more than 1,500 chambers and suites. Virgin Hotels Las Vegas and JC Hospitality LLC have recruited **Studio Collective**, an award-winning and highly sought-after design firm based in Los Angeles to collaborate on the design for the property's chambers and suites. An opening date for the revitalized property will be announced later this month.

The chamber designs will celebrate the property's modern desert ambiance, pairing a playful feel with the luxury and comfort that has made Las Vegas a tourist mecca. Chambers will be bright, featuring a neutral color palate with pops of whimsical touches, as well as warm and modern finishes. Perfect for work and play, chambers will be as functional as they are timeless.

"We drew inspiration from the surrounding desert landscape, which is reflected in our designs for the chambers," remarked Adam Goldstein, design director and partner at Studio Collective. "Our vision combined with the Virgin Hotels and Curio Collection by Hilton's signature amenities and hospitality will make the property a much sought-after destination in Las Vegas."

Virgin Hotels Las Vegas will feature over 1,500 chambers in three distinctive towers, Opal, Canyon and the all-suite Ruby Tower, offering a variety of guest experiences. The Opal Tower is conveniently located near the meeting and convention spaces. The Canyon Tower offers sweeping views of the Las Vegas cityscape as well as the property's pool paradise and is located off the casino floor. Guests in the Ruby Tower will enjoy a dedicated valet and exclusive check-in area before heading to their suite.

"We have worked with amazing partners to combine Virgin Hotels' signature amenities and our new property design to make Virgin Hotels Las Vegas a one-of-a-kind destination," said Richard "Boz" Bosworth, President and CEO of JC Hospitality, owner of Virgin Hotels Las Vegas. "There is a chamber to meet the needs of every traveler and we cannot wait for you to experience the comfort of our unique style."

Each chamber will offer distinctive touches, exclusive to Virgin Hotels. Chambers (rooms) are designed to consist of two exceptional spaces separated by a privacy door, ideal for working, recharging, wellness and an overall better contactless experience. The first space, "The Dressing Room," includes a full vanity, makeup desk with well-lit mirror, an extra-large shower, complete with Red Flower toiletries, and a closet for two. Open the privacy door and guests will enter "The Lounge" with the brand's patented ergonomically designed lounge bed, high definition TV, pedestal table and a cozy seating nook. Ample outlets for smartphones, computers or other electronic devices are found in various areas of the rooms. All chambers feature custom lighting on sensors that automatically illuminate when guests move. Select chambers will be dog-friendly, offering special amenities. Virgin Hotels has always been committed to the health and safety of guests

and the brand is taking additional measures to ensure guests feel safe throughout their time on property. With the opening of the hotel, the brand is ushering in a new standard of hospitality with the upgraded mobile app [Lucy](#) that allows guests to have a truly “touch free” experience via mobile keys, controlling lighting, thermostats and TVs, ordering room service and the ability to check out, all from their own mobile device.

Virgin Hotels Las Vegas, Curio Collection by Hilton will be part of Hilton Honors, the award-winning guest-loyalty program for Hilton's 18 distinct brands, offering its 108 million members direct access to instant benefits, including flexible payment options and exclusive member discounts, as well as digital amenities that are available through the industry-leading Hilton Honors app.

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

###

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; a signature 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 MB Steak, 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. For more information, visit virginhotels.com/las-vegas.

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 both 2016 and 2017, by the Condé Nast Traveler's Readers' Choice Awards. Virgin Hotels Dallas and Virgin Hotels Nashville are now open. Locations in New York, New Orleans, Miami, Edinburgh and Las Vegas 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 an upper-upscale, global portfolio of more than 90 one-of-a-kind hotels and resorts. Curio Collection properties provide 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](#).

About Studio Collective

Studio Collective, the award winning, boutique design agency located in the heart of Venice, CA has firmly established themselves as the go to studio for some of the most coveted destinations in hospitality. Studio Collective offers full-service branding and design services through the careful assembly of hand-picked teams, handling everything from graphics and uniforms to the space that houses it all. The company name aims to convey this collaborative spirit; “studio” acknowledging the artistry and craftsmanship behind every design concept, while “collective” nods to the deep well of both local and international talent available to make any concept come to life.

Media Contacts for Virgin Hotels Las Vegas

Kirvin Doak Communications

Terri Maruca | Emily Clayton

VirginHotelsLV@kirvindoak.com

702.737.3100