



## THE STORY: VIRGIN HOTELS NEW ORLEANS

**NEW ORLEANS, LA.** – In August 2021, Virgin Hotels introduced its fifth property, **Virgin Hotels New Orleans**, located in the city's artsy Warehouse District. The hotel joins the portfolio of trendsetting properties by [Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, and it offers the same excitement, heartfelt service and smart innovation that Virgin is renowned for across its portfolio.

Virgin Hotels New Orleans offers guests convenient amenities and perks including the brand-wide guest preferences and loyalty program [The Know](#) allowing guests to unlock a personalized stay, member rate discounts, room upgrades, unique dining and event experiences, and a complimentary cocktail hour dubbed "The Spirit Hour." The Know members have access to exclusive use of the [LUCY](#) app, which allows guests to integrate their mobile device into their hotel experience with contactless features including using smartphones as a room key, controlling lighting, thermostats, TVs, and ordering room service as well as secure ID verification and cashless tipping ability.

The new-build hotel features 238 Chambers including two Penthouse Suites; **The Pool Club**, a thirteenth-floor rooftop restaurant and bar; **Dreamboat**, an indoor cocktail bar within The Pool Club; **Commons Club**, the brand's flagship restaurant, bar and lounge; and **Funny Library Coffee Shop**. The hotel also features 5,000 square-feet of flexible meeting and event space, and a light and airy state-of-the-art fitness center on the 3<sup>rd</sup> floor, open 24 hours a day.

Virgin Hotels New Orleans opened in the Warehouse District, joining many noteworthy local restaurants, music venues and boutique hotels. The hotel was developed by [Buccini/Pollin Group](#), which selected [Mathes Brierre Architects](#), [CallisonRTKL Architects](#), and [Broadmoor Construction](#) to complete the hotel. New Orleans design firm [Logan Killen Interiors](#) was tapped to curate the hotel interiors in accordance with Virgin Hotels' localized approach to design. The firm's experience in residential and boutique commercial projects made them the perfect choice to create welcoming, comfortable environments, with local touches, historical details, and a nod to New Orleans Art Deco history interspersed throughout. Incorporating a Southern residential feel while combining colorful, tropical architectural motifs, the team also leaned into Virgin's signature fun and smart design style.

Local influences are found throughout the hotel, with work commissioned from local artists, including playful wall art in every Chamber from New Orleans artist Jen Talton, local art students in The Shag Room, works from photographer Augusta Sagnelli and an abstract painting from talented Ansley Givhan. The artwork helps to create the "at home in New Orleans" feel that permeates the hotel.

Ranging from 294 to 1,097-square feet in size, the hotel has 238 Chambers, Grand Chamber Suites, a Penthouse Suite, and Richard's Penthouse Flat, a 1,097 square foot stunner with floor to ceiling windows overlooking the eclectic downtown New Orleans. Local art, historical detailing, and Art Deco-inspired elements woven throughout evoke a sense of old-world meets modern luxury. The Chambers feature Virgin Hotels' signature layout with two distinct spaces. *The Dressing Room* includes a full vanity, makeup desk with a well-lit mirror, an extra-large shower with a bench completed with Red Flower toiletries, and a closet for two. *The Lounge* features the brand's patented ergonomically designed lounge bed, complete with a bullion fringe trim, a red SMEG® mini-fridge stocked with street-priced comforts, a High-Definition TV, yoga mat, and a cafe worktable with rattan base and tempered glass placed in front of a cozy built-in window seating offering city views. Designed to make the best use of space and promote privacy for guests, each chamber is separated by a pair of paneled doors, a nod to French doors as commonly seen in New Orleans design and offering a more residential look and feel.

Executive Chef **Alex Harrell**, who has become a star fixture on New Orleans' culinary scene since first arriving more than twenty years ago, brings his modernist approach to classic Southern cuisine to Virgin Hotels New Orleans' food and beverage venues. [Commons Club](#), the social epicenter of the hotel, located on the ground floor, is designed to feel like a members-only social club but open to all. Commons Club consists of three areas – *The Bar* – the true heartbeat of the hotel, *The Kitchen*, featuring an indoor porch for dining, and *The Shag Room*, an intimate private space with a playful vibe suitable for small groups. The restaurant, bar, and lounge experiences beckon with locally influenced food and drink showcasing contemporary Southern cuisine with Mediterranean influences. In addition, a full slate of curated music and entertainment experiences will launch an ongoing and robust entertainment schedule consisting of local to national musical acts and performances, game day programming, themed brunches, and more.

Also located on the hotel's first level, [Funny Library Coffee Shop](#) is a communal workspace with an assortment of games and whimsical and funny books curated from local book shops. The comfortable space features dark wood and feels like a classic library while mixing eclectic furnishings and playful elements like mixed patterns and bright colors. In addition, the Funny Library Coffee Shop will pour coffee by [La Colombe](#), which will provide classic signature blends.

On the thirteenth floor, guests can find [The Pool Club](#), a rooftop pool, bar and restaurant that welcomes guests with a spectacular backdrop featuring scenic skyline views of downtown New Orleans; and [Dreamboat](#), a more intimate indoor space nestled within The Pool Club, offering a casually sophisticated vibe with elegant seating and the feeling of a private club - yet open to all. The rooftop locales are open year-round to hotel guests, visitors and locals to enjoy a stylish yet down-to-earth spot with events and activations that keep everyone entertained day and night. The expansive terrace, filled with leafy foliage and a tropical vibe, wraps around the building comfortably seating up to 150 guests.

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### **About Virgin Hotels New Orleans**

Virgin Hotels New Orleans is the latest property from the 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 50 years. Located in New Orleans' lively Warehouse District, the property mixes a passion for food and beverage with music and culture that fuses with the Crescent City's unique personality, providing an inclusive environment for travelers and locals alike. The hotel features 238 Chambers (guestrooms) and two penthouse suites. An array of dining and drinking outlets offers something for everyone and includes Commons Club, the brand's flagship restaurant, bar, and lounge; the 13th-floor rooftop venues – The Pool Club and sophisticated cocktail bar, Dreamboat, and Funny Library Coffee Shop. Virgin Hotels New Orleans is located at 550 Baronne Street. For reservations and additional information, visit [virginhotels.com/new-orleans](http://virginhotels.com/new-orleans).

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