



VIRGIN HOTELS EDINBURGH NOW OPEN

The first phase of Virgin Hotels' UK debut is now open, with the grand opening to take place in the autumn

Edinburgh, 1 June 2022 – Virgin Hotels, the luxury lifestyle hotel brand by Virgin Group founder Sir Richard Branson, has opened in soft launch today for hotel guests and will open to the general public from 14th June. Phase two of the property and the official grand opening is scheduled for autumn.

This first phase of the launch is the soft opening of 54 Chambers, in addition to multiple dining and drinking outlets, all with their own unique space and distinct design. This includes **Commons Club**, Virgin Hotels' flagship restaurant and bar that acts as a modern-day social club, and the **Funny Library Coffee Shop**, offering a selection of teas, coffees, house-made pastries and sandwiches creating a cosy communal space boasting a range of local literature to enjoy next to the roaring fire.

The second phase launch will bring guests even more Virgin charm and playfulness, when it officially opens in early autumn 2022. All 222 Chambers and Grand Chamber Suites will open, as well as the remaining dining and drinking outlets. This will include **Eve**, an all-day dining space, and **Greyfriar's Hall**, a 19th century church that has been beautifully restored and repurposed as a special event venue and a rooftop sanctuary with unobstructed Edinburgh Castle views.

Virgin Hotels Edinburgh opens today in the landmark India Buildings in Edinburgh's Old Town, just moments from Edinburgh Castle, joining several noteworthy local restaurants, music venues and boutique hotels. A collaboration between Virgin Hotels and Scottish architect studio **Four-by-Two**; the designers have worked to preserve notable elements of the original building while adding some sophisticated Virgin touches. The property promises a thoughtful mix of old and new to fully capture the character of the cultural city of Edinburgh.

Throughout the summer, guests will be able to enjoy 54 of the bright and airy **Chambers**. Guests can expect to be met with elegantly decorated rooms with warm textiles and locally sourced accessories and lighting, ranging from 23 to 75 square-metres. The Dressing Room includes a sit-down vanity unit with mounted illuminated mirror, and an extra-large shower with a bench. A sliding wooden door separates it from The Lounge, which features Virgin Hotels' patented ergonomically designed bed with a channel-tufted headboard, Hypnos™ mattress, a red SMEG® mini-fridge generously stocked with a curated selection of local products, HD TV and a yoga mat. All Chambers feature custom lighting on sensors that automatically illuminate as guests move around the space, and ample outlets for smartphones and other devices.

Commons Club restaurant will also be open as part of the soft launch to hotel guests and starting the 14th of June the restaurant will take reservations for all visitors. Commons Club is designed to feel like a modern social club in a playful yet sophisticated environment. Under the direction of Edinburgh-born Executive Chef, Steven Wilson, the menu showcases contemporary Scottish seasonal cuisine using the freshest produce straight from Scotland's local larder. Commons Club features a communal Chef's Table overlooking the open kitchen, allowing guests a front row seat to all the action - *The Kitchen at Commons Club*. There will also be *The Bar*, featuring an impressive back bar which is home to all the best Scottish whiskies and liquors, along with an inventive selection of signature cocktails.

The hotel worked with **Visto Artwork** to curate the artworks on display throughout the hotel which includes numerous pieces created by local artists alongside works inspired by the unique character of Scotland and the Scots. Fashion photography with Scottish tartan, portrait galleries celebrating women from Scotland's past and present, and a focus on female Scottish artists showcase women both in-front of and behind the lens in delightful and surprising ways.

The history of the location as well as Virgin the brand played a key role in developing the pieces, intertwining the heritage of the building with the contemporary character of the hotel. Illuminating the walls and ceilings throughout the restaurant, guests will find standout works including 'Virgin Lips'; a custom commission by Edinburgh-based artist Wendy Helliwell which incorporates a full pair of old jeans, '747 Fuselage Wall Art' giving a playful nod to Virgin Atlantic, and 'Queen of Dreams' by Alan Macdonald inspired by Mary Queen of Scots.

The hotel offers guests the chance to sign up for the brand-wide guest preferences and loyalty program '**The Know**', which grants a personalised hotel experience that allows for access to room upgrades, member rates, special events and a complimentary cocktail hour in Commons Club - all when booking directly with Virgin Hotels. All Chambers and Suites have integrated tech capabilities, which can control lighting, thermostats, TVs, and order room service directly via the mobile app, Lucy which is exclusively available to Know members. Lucy also gives guests the ability to check in prior to arrival and can be used as an access key to their Chambers. Chambers are also pet friendly, with complimentary 'pet-menities' available, including dog beds and food and water dishes.

The hotel is also working with sister company Virgin Start Up to feature products from local Scottish companies that have been supported by the Start Up initiative. A selection of food, drink, clothing and skincare will be available for purchase from a centrally located honesty bar.

The hotel is now open, and reservations can be made directly on the hotel's website www.virginhotels.com/edinburgh.

Commons Club Restaurant reservations can be made at www.commonclub.com/edinburgh

Follow along on social media, Instagram - [@virginhotelsedi](https://www.instagram.com/virginhotelsedi), [Facebook](#), [Twitter](#) and [YouTube](#)

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- Chambers (guestroom): [HERE](#)
- Property Renderings: [HERE](#)
- Hotel Photos: [HERE](#)

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About Virgin Hotels Edinburgh:

Virgin Hotels Edinburgh is the first UK property from Virgin Hotels, the luxury lifestyle hospitality brand that combines heartfelt, personalised service with the track record of innovation and smart disruption that Sir Richard Branson's Virgin Group has pioneered. Situated in the landmark India Buildings in Edinburgh's Old Town close to Edinburgh Castle, the new hotel features 222 Chambers and Grand Chamber Suites: multiple dining and drinking outlets including Commons Club, Virgin Hotel's iconic flagship restaurant and bar that acts as a modern-day social club, and Eve, a vibrant, all day dining concept with a focus on entertainment. In re-envisioning the buildings, the designers have worked to preserve its historic elements while adding a sense of style and sophistication. The property promises a stunning mix of old and new to fully capture the character of the cultural city of Edinburgh.

About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalised hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travellers and locals alike. The current portfolio includes five hotels—Virgin Hotels Chicago, Virgin Hotels Dallas, and Virgin Hotels Nashville, all voted in the top ten Condé Nast Traveller's Readers' Choice Awards in 2021, and newly opened Virgin Hotels New Orleans and Virgin Hotels Las Vegas. Locations in Edinburgh, Glasgow, and New York City are scheduled to debut in 2022, followed by Miami in 2025. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle, London, and more.

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