



THE STORY: VIRGIN HOTELS EDINBURGH

London, UK – In June 2022, [Virgin Hotels](#) introduced its first UK property, [Virgin Hotels Edinburgh](#), located in the heart of the Scottish capital. The 222-key hotel joins the Virgin Hotels portfolio of trendsetting properties – the luxury lifestyle hotel brand by Virgin Group Founder, Sir Richard Branson, and offers the same excitement, heartfelt service and smart innovation for which Virgin is renowned.

Design

Virgin Hotels Edinburgh opened 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. Virgin Hotels Edinburgh features collaborative designs from UK based interior designer & architect of Record [ICA Studio](#) and Scottish studio [Four-by-Two](#), who lead the concept interior design; 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. [Joelle Reid Interiors](#) served as the interior design for furniture, fixtures, and equipment for Eve, external courtyard and roof terrace.

The hotel worked with **Visto Artwork** to curate the art throughout the hotel which includes numerous pieces created by local artists alongside works inspired by the unique character of Scotland and the Scots. The history of the location 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 'Mary in Space' by Studio Giftig, inspired by Mary, Queen of Scots, a cultural icon who also lived for some time in Edinburgh Castle. Wearing modern clothing, Mary makes for an interesting image as past, present and future worlds are imagined to collide.

Chambers

Ranging from 23 to 75 square-metres, Chambers are bright, airy and decorated with warm textiles and locally sourced accessories and lighting. 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, a red SMEG® mini-fridge generously stocked with a curated selection of local products, high-definition television 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.

Food & Beverage

The hotel offers guests and visitors alike three dining and drinking options; the brand's flagship restaurant, bar and lounge, 'Commons Club', all-day dining outlet 'Eve', and 'Funny Library' Coffee Shop. Located on the ground, Commons Club is designed to feel like a modern social club with its elevated bar experience delivering classic cocktails with a twist, alongside a restaurant found one floor below.

Commons Club restaurant features locally-sourced, seasonally-driven cuisine prepared with classic techniques. The restaurant's original stone walls and arches have been retained and combine with modern fixtures to create a refined, contemporary effect, while a wine cellar with soft seating creates a cosy private dining space in contrast to the light and airy kitchen across the corridor.

Eve is the hotel's vibrant all-day dining restaurant, serving breakfasts, brunch, lunch, and sociable sharing suppers through to late night drinks. With a regular roster of homegrown entertainment, Eve represents a progressive approach to late night entertainment in Edinburgh.

Located on the ground floor, Funny Library Coffee Shop offers a selection of teas, coffees, house-made pastries and sandwiches. The coffee shop is a cosy, communal space with original timber wall-to-wall shelving, boasting a range of local literature to enjoy next to the roaring fire.

Amenities

Virgin Hotels Edinburgh offers guests convenient amenities and perks including the brand-wide guest preferences and loyalty program [The Know](#) allowing guests to unlock a personalised 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.

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 cultural hub; and Eve, a vibrant, all-day dining concept with a focus on entertainment. In re-envisioning the building, 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. <https://virginhotels.com/edinburgh/>

Virgin Hotels Press Contact

UK | Tessa Crowley, ModusBPCM virginhotels@modusbpcm.com
USA | BPCM virginhotels@bpcm.com