



### **The Basics**

- Virgin Voyages' first fleet will be known as the "Lady Ships", a play on the term 'your ladyship', giving a nod to Virgin's British heritage.
- Virgin Voyages currently has four ships on order, due for delivery in 2020, 2021, 2022 and 2023.
- 86 percent of Virgin Voyages cabins will feature a balcony and 93 percent will feature an ocean view.
- Virgin Voyages' first ship, Scarlet Lady, will arrive at PortMiami in 2020 for her inaugural sailing season where she will sail to the Caribbean hosting more than 2,770 sailors and 1,150 amazing crew from around the world. Virgin Voyages will offer a mix of itineraries, which will include voyages to Cuba on select sailings.
- During her inaugural 2020 season, the Scarlet Lady will sail a mix of Caribbean voyages befitting of any curious traveler's tastes.
- The Scarlet Lady will be Adult by Design, a sanctuary at sea for the 18 plus traveler.

### **Discerning Design**

- Virgin Voyages is working with a Creative Collective comprised of some of the most sought-after interior designers, artists and architects including Roman and Williams, Tom Dixon's Design Research Studio, Concrete Amsterdam, Softroom of London and more—many of whom are responsible for the creation of the most stylish boutique hotels and resorts across major cities in the US and Europe—all of which have never designed for the cruise industry.
- The Scarlet Lady's dynamic design will mimic that of a yacht with a sleek silvery-grey hull with smoked glass, and of course, distinctive touches of red. The ship's livery was conceptualized by Ben Christie and David Azurdia from the multi-award-winning Magpie

Studio in London. RWD from Beaulieu England, who are leaders in super yacht design, created the iconic red Virgin funnel of the vessel.

- Scarlet is the beautiful mermaid design that will adorn the bow the Scarlet Lady. The mermaid, designed by artist Toby Tinsley, will serve as the ship's powerful spirit guide and is inspired by figureheads on historic vessels.
- Virgin Voyages' brand design ethos, Modern Romance of Sailing, seeks to enchant crew, sailors and pirates alike by capturing a fresh, contemporary and sleek look, with nods of glamour and romance that evoke the soul's innate love of the sea and pairs it with touches of saltiness and nautical tradition.

### **Eat and Drink**

- With a total of 20+ food choices onboard the Scarlet Lady, Virgin Voyages will bring city-like eating to sea and throw out the traditional cruise dining rule book, with no buffet, no main dining room, no forced formal wear, no assigned seating, no assigned dining times and enhanced the choice for sailors to grab a bite by keeping restaurant doors open until well into the night and in some cases the early hours of the morning.
- Virgin Voyages does not believe in paying more for great food and ditched the traditional upcharges levied when dining in specialty restaurants at sea. Virgin Voyages has designed all eateries on board to offer exceptional made to order eats and opted to include all restaurant food in the voyage fare.

### **Well-being**

- Well-being will be at the forefront of the onboard experience, activated through a mix of high-energy moments coupled with relaxation and rejuvenation. A wide variety of group fitness classes on board are all provided complimentary within the voyage fare.

### **RockStar Suites**

- The new company is throwing out traditional cliches on luxury and formalities, instead bringing Rebellious Luxe to life at sea with their RockStar Suites designed by Tom Dixon's Design Research Studio as the pinnacle of that experience.
- Highlights of the Massive Suite, the top suite aboard the Scarlet Lady, include its very own guitar-clad music room, views of the ocean from every corner of the suite, and a massive terrace complete with its own Peek-a-View outdoor shower, hot tub, hammocks and a runway outdoor dining table, where a staircase will help Sailors make their way on top of the table for dancing.

### **Sustainability**

- Virgin Voyages is committed to having one of the cleanest fleets at sea.
- The company has banned single-use plastics on board its ships, including straws, bottled water, other beverage bottles, condiment packets, shopping bags, food packaging, stirrers, and take-away coffee and tea cups. Instead, the company will

emphasize the use of recyclable and reusable materials across the ship. While onboard, sailors will be provided with access to complimentary filtered still and sparkling water.

- Virgin Voyages has partnered with Climeon, a Sweden-based technology company, with a goal to significantly reduce carbon dioxide emissions by converting engine waste heat into clean electricity.