



Who We Are

- 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.
- During her inaugural season, the Scarlet Lady will sail a mix of Caribbean voyages befitting of any curious traveler's tastes, with five-night Riviera Maya sailings to Cozumel/Playa Del Carmen; five-night Mayan Sol voyages to Costa Maya, Mexico and five-night Dominican Daze voyages to Puerto Plata, Dominican Republic, and four-night Fire and Sunset Soirées sailings, including a sunset departure from Key West and a midnight departure from Bimini with enhanced programming at The Beach Club. Each sailing will feature a stop in Bimini, Bahamas where Virgin Voyages sailors can experience The Beach Club at Bimini.
- The Scarlet Lady will be **Adult by Design**, a sanctuary at sea for the 18 plus traveler.
- The name Scarlet Lady appeared on one of the earliest planes to fly for Virgin Atlantic. Now, as the flagship for the Virgin Voyages fleet, the Scarlet Lady name will be paired with the brand's iconic mermaid image. She reflects a powerful spirit guide who is creating a whole new way to travel and will adorn the hull of the ship.
- With a no nickel and diming policy, Virgin Voyages will give their sailors more value for their money with free fitness classes, free dining, free gratuities, free Wi-fi, free filtered water and all sodas included in the voyage fair.
- Well-being will be at the forefront of the onboard experience, activated through a mix of high-energy moments coupled with relaxation and rejuvenation.
- Virgin Voyages is **committed to having one of the cleanest fleets at sea.**
- There are 1,330 cabins and 78 RockStar Suites aboard the Scarlet Lady.

Eat and Drink

Restaurants

- **Wake-** Serving a sophisticated take on steak and seafood, Wake is designed by Roman and Williams and is the most glamorous restaurant on the ship offering a sumptuous mid-twentieth century chop-house atmosphere, a raw bar, table-side drink cart service and champagne poured by the glass from a magnum bottle.
- **Razzle Dazzle-** Named for the camouflaging pattern painted on warships from WWI and WWII, Razzle Dazzle was designed by Concrete Amsterdam and offers vibrant and creative twists on a largely vegetarian contemporary American fare and juice bar, all dishes can be made "naughty" with meat add-ons or boozy shots. While the "nice" menu puts a flip on traditional dishes by offering plant-based vegetarian and vegan alternatives to classic dishes like the Impossible Burger. Razzle Dazzle is also the home of the ship's drag brunch, where sailors are treated to a performance by the Scarlet Lady's resident drag performer and friends.

- **The Test Kitchen-** This laboratory-like eatery designed by Concrete Amsterdam is part cooking school and part restaurant, making it the ultimate chance for discovery through cuisine with an atmosphere that is educational, experiential and social all in one. Only a list of ingredients will be provided to Sailors before they dine and their meal will be put in the hands of the chef to deliver incredible cuisine.
- **Pink Agave-** An elevated Mexican restaurant designed by Tom Dixon's Design Research Studio, Pink Agave transports sailors to the vibrant streets of Mexico City through immersive void lighting. Offering a wide variety of Mexican specialties that inspire sailors to discover authentic Mexican flavors including tlayudas, memelas, sopes, tortas, esquites, tamales and an expansive array of mezcals.
- **Gunbae-** A social, hands on, interactive, fun dining experience, Gunbae features specially engineered flameless grills built into each table so Sailors can grill meats to their desire paired with their favorite banchan. Destined to be the loudest eatery on board, each meal will begin with a complimentary round of soju for the table and throughout the evening Sailors are encouraged to take part lively Korean drinking games. Interior design by Softroom.
- **Extra Virgin-** Extra Virgin is the ships trattoria serving regionally-inspired and approachable food, deeply rooted in Italian culinary traditions. The space features communal tables and a private dining room, inspired to be a mobster's lair where the atmosphere of the night is amped up as the hours grow thinner. Architectural and spatial design by US designers HKS and interior design and art management by UK's Volume Creative.
- **The Galley-** The food hall will feature a mix of more than eight shops and food carts, each offering a unique concept that focuses on a curated offering of signature dish-driven food such as a dedicated bakery and pastry shop, a panini shop, a burger grill, a taco shack, a sushi bar with bento boxes, a noodle bar, a soup and salad stand, and a 24-hour American diner. Interior design by Softroom.
- **The Dock-** The Dock is a rustic beach club-inspired space designed by Roman and Williams. Carts of Mediterranean-inspired small plates, dips and mezzes will cater to grazers while an array of fresh meat and seafood skewers will be flame grilled to order.
- **The Pizza Place-** Down on deck 7, The Pizza Place is where Sailors can follow their pie along and build it to their liking from dough, to sauce, cheese and of course all of their favorite toppings.

Bars and Lounges

- **The Dock-** an outdoor lounge designed by Roman and Williams, with a focus on relaxation, socializing and an appreciation of the gorgeous views the ship provides.
- **The Manor-** the signature nightclub designed by Roman and Williams, inspired by Richard Branson's history in the music industry and his first ever Virgin music studio of the same name.
- **Richard's Rooftop-** an exclusive chic outdoor lounge reserved for the ship's suite guests designed by Tom Dixon's Design Research Studio.
- **Athletic Club-** is an expansive space designed by Concrete Amsterdam. Inspired by New York sports clubs of the 1920's the space featuring oversized gaming for outdoor adult play, the largest daybed at sea, cabanas for relaxation, a sports bar for socializing post-workout and more.
- **Draught Haus-** Located on Deck 7, this cozy bar will be one of the first bars Sailors will discover on board Scarlet Lady and is the perfect casual meet up spot on the ship to grab an expertly brewed beer with friends. Offering eight beers on tap, a wide range of bottled artisanal beers, shots, shot-cocktails and boilermakers. The bar will also offer a growler service, so Sailors can

enjoy the expertly curated craft beers in any of the Scarlet Lady's uniquely designed public spaces or in the comfort of their cabin.

- **Sip-** Sip is a decadent lounge designed to be enjoyed with a chilled glass of bubbles. Featuring a diverse curation of champagne labels, including Moët & Chandon – Virgin Voyages' featured champagne house. Sailors can opt for a glass of bubbles priced from \$9 or splash out on a \$1,000 vintage bottle. In a nod to Virgin's quintessential British heritage and eccentricity, Sip will offer a signature afternoon high tea, which will delight the eyes as well as the taste buds, while celebrating oceanic elements.

Events & Gigs

- **The Red Room-** designed by renowned architects WorkAC and theater consultants Auerbach Pollock Friedlander -- as the first transformational multi-form theater at sea. It will transform into four different configurations - a traditional Proscenium stage, an alley stage used in fashion shows, a dance flat-floor configuration, and finally a unique reverse stage setup. This first at-sea theater will enable Virgin Voyages to create completely different experiences for each day of the voyage.
- **The Manor-** designed by Roman and Williams, The Manor doubles as a nightclub and a space for entertainment.
- **Voyage Vinyl-** will be an onboard record shop and the go-to spot for Sailors to experience music from all eras and genres. Voyage Vinyl features personal listening stations for Sailors to enjoy their favorite albums both current and classic. Sailors looking for something unique can also shop for limited-edition curated albums and special editions of classics. Sailors can also purchase music magazines, headphones and record players.
- **The Groupie-** Virgin Voyages' bookable karaoke, gaming and movie lounge. Designed by Roman Coppola, The Groupie was designed as a modernist take on a Japanese-style karaoke room for Sailors to enjoy singing along to their favorite tunes with friends.
- While on ship, Virgin Voyages Sailors will have the opportunity to choose from a festival-like lineup of all-new completely original entertainment developed by some of the world's most-talked about producers, directors and artists in the expansion of the company's Creative Collective. Virgin Voyages' entertainment Creative Collective includes Jenny Gersten, Randy Weiner, Sam Pinkleton, Ani Taj, PigPen Theatre Co, The 7 Fingers, Roslyn Hart and Alfredo Guenzani and the Spark Cooperative.
- Scarlet Lady will feature six original shows that include a soon to be announced production by award-winning producer Randy Weiner (Queen of the Night, The Donkey Show, Sleep No More).
- Sam Pinkleton & Ani Taj have created a hype music video disguised as an absurdist style dance party, called **UNTITLED DANCESHOWPARTYTHING**.
- **Phantom Folktales** is a collection of song driven micro plays throughout the ship that seemingly appear out of thin air, and disappear just as quickly, created by PigPen Theatre Co.
- **Ships in the Night** is an emotion-filled contemporary experience telling its story through the use of cutting edge digital projection interwoven with the authenticity of the human condition, and **Duel Reality** examines the age-old tale of Romeo & Juliet with a modern twist featuring acrobatic storytelling. Both performances were made possible through our collaboration with the innovative circus company, The 7 Fingers.

- **Never Sleep Alone** is a participatory show featuring the hysterically funny, straight-talking relationship therapist, Dr. Alex Shiller, by producers Roslyn Hart and Alfredo Guenzani.

Well-Being

Fitness

- **Training Center at Athletic Club-** Offering moments of detox and ‘retox,’ the space designed by Concrete Amsterdam features an outdoor training zone, including a boxing ring, strength and gymnastics equipment.
- **The Perch-** designed by Concrete Amsterdam, this space offers 360-degree ocean views as a secluded sundeck for sunrise and sunset yoga.
- **The Runway-** designed by Concrete Amsterdam, this standalone running track forms a halo-like vision over the ship and where sailors will sweat, strut or skate.
- **B-Complex-** the ultimate well-being and fitness experience with strength, spin, yoga and cardio in its Build, Burn, Bike and Balance rooms, all with dramatic ocean views. For on-demand fitness, the Burn and Build gyms will each be equipped with Technogym ARTIS, a line of sustainably crafted cutting-edge fitness technology.
- **Well-being Pool-** designed by Concrete Amsterdam as an area of restoration featuring a large whirlpool, two plunge pools, MyBeast, an artistic adult playground and fitness apparatus designed by Equilibria, as well as Gym and Tonic bar, which serves up fresh cold-pressed juices and handcrafted cocktails.
- **The Aquatic Club-** The space on board where Sailors can lounge poolside and soak up the sun with their favorite cocktail in hand.

Grooming and pampering Spaces

- **Redemption Spa-** designed by Knibb Design, this mermaid and merman hideaway is complete with hydrotherapy pool, mud room, salt room, cold plunge pools, quartz beds, and rejuvenating spa treatments. By night, Sailors can complete their well-being journey by attending one of the voyage’s evening spa parties where a killer DJ will transform the spa’s thermal suite into a mermaid hideaway extravaganza.
- **Stubble and Groom-** Designed by Softroom, this intimate upscale barber shop will be an oasis for men who enjoy being pampered and well-groomed. Stubble & Groom will offer a one-of-a-kind experience at sea with hot-lather shaves, haircuts, beard trimmings and the only male pedicure spa at sea overlooking a porthole ocean view.
- **The Dry Dock-** a blow dry and hairstyling beauty bar complete with hair nourishing and scalp treatments designed by Softroom.
- **Mani Pedi Spa-** a nail salon where a pedicure comes complete with some of the best ocean views on the ship.
- **Squid Ink-** The first ever tattoo studio on board a cruise ship. Squid Ink will offer tattooing, permanent makeup and body piercing services. The studio will have two resident tattoo artists as well as an occasional guest artist from the World Famous Tattoo Ink Pro Team. Interior design by Softroom. Interior designs by Softroom.

Sustainability-

- 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.
- Virgin Voyages signed an agreement with Scanship, providers of advanced waste management systems. Together, they are exploring the development of potentially game-changing technology that could one day significantly reduce ocean discharge by turning waste into energy.

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.

Crew

- RockStar service will be at the core of the Virgin Voyages experience. Sailors can expect delightful surprises on their journey with people at the heart of the journey.
- In a unique move for the hospitality industry, Virgin Voyages Crew will be allowed to have visible tattoos.

RockStar Suites

The Scarlet Lady features 78 suites onboard.

- RockStar Suites Sailors will be given backstage access for RockStar Suites Sailors at every corner, with early access to onboard entertainment, restaurants, Shore Things, a private transfer to and from the ship in Miami and an exclusive express VIP pathway to the ship during embarkation. RockStar Suites Sailors will have their very own wardrobe team to help unpack and repack, complimentary pressing service and nightly express swimsuit drying service-- because no rockstar should ever have a wet bottom.
- In Rebellious Luxe fashion, Virgin Voyages has reimagined the mini-bar for its rockstars, instead, suites will have a full bar and cocktail kit fit for a rockstar, with the first round on the house.
- All RockStar Suites Sailors will have access to Richard's Rooftop, their very own private members club-- a secluded place for them to bask under the sun or have a drink under the stars.
- All suites are clever cabins, with mood lighting that automatically adjusts to match the time of day and in room tablets that allow Sailors to adjust the room's lighting. Sailors will enjoy luxurious comforts like

premium linens and a plush European king bed in every suite as well as upgraded bath amenities for pampering.

Mega Rockstars (*our largest suites with prime location on deck 15 and added RockStar Service extras like a custom bar set up and a RockStar rider to create the perfect holiday*).

- **Massive Suite (2 suites on board)**- The place that legends dream of, replete with its own music room, which seconds as an extra bedroom, and is stocked with guitars and an amplifier with a vinyl turntable in the adjacent living room. RockStar Suites Sailors can primp for an appearance aboard the Scarlet Lady in the suite's primping area with a hot tub, vanity area, two wardrobes and a marble-clad bathroom with a Peek-a-Boo shower area that overlooks the bedroom and out to the ocean. There are only two Massive Suites aboard the Scarlet Lady, each with an expansive terrace where friends, family and groupies alike can enjoy with a private hot tub, a Peek-a-View outdoor shower, circular conversation pit, a lookout point with stargazing loungers and two full length hammocks as well as a runway outdoor dining table for six, where a staircase will help sailors make their way on top of the table for dancing. *2,147 square ft., sleeps up to four*
- **Fab Suite (2 suites on board)** - An open wall separates the space in these suites into bedroom and living areas. The living area features room for friends, with a sofa that converts to sleep two, an extra half bathroom and an entertainment credenza. The suite bedroom area features a large wardrobe for extra closet space, while sunning on the terrace is encouraged with a Peek-a-View outdoor shower, stargazing loungers, a sofa, a terrace hammock and champagne table. *950 sq. ft, sleeps up to four*
- **Posh Suite (2 suites on board)** - This suite can sleep up to four with separate living and bedroom areas. Some suite highlights include a convertible sofa, an extra half bath and a terrace with a Peek-a-View outdoor shower, stargazing loungers, a sofa, a terrace hammock and champagne table. *833 sq. ft., sleeps up to four*
- **Gorgeous Suite (9 suites on board)** - This huge suite features an open floor plan with a distinct lounge and bedroom areas, plus a luxurious marble bathroom with Peek-a-Boo shower window, and an expansive terrace with a Peek-a-View outdoor shower and more. *570 sq. ft., sleeps up to four -*

RockStar Suites

- **Brilliant Suite (18 suites on board)**- A brilliantly designed suite with an open floor plan. With all of the action facing the sea, this suite features an in-room fully stocked bar, a large convertible sofa, an in-room glam brass vanity station, a Peek-a-Boo shower window, terrace sun chairs and more. *481.7 sq. ft, sleeps up to four -*
- **Cheeky Corner Suite (Biggest terrace- 6, Even Bigger Terrace- 4, Pretty Big Terrace- 4)** - The perfect suite for those looking to enjoy sunrise yoga on their expansive terrace. This suite features an open bedroom overlooking the wake of the ship with a large wardrobe for extra space, corner sofa, an in-room glam brass vanity station and more. *Sq. ft varies based on terrace*

size, sleeps two-

- **Seriously Suite (24 suites on board)**- Our most popular RockStar Suite, this space features a fully stocked bar, a plush European king bed, a Peek-a-Boo shower window, a terrace hammock and more. *352 Sq. ft, sleeps two-*
- **Sweet Aft Suite (Biggest terrace- 3, Even Bigger Terrace- 2, Pretty Big Terrace- 2)** - Positioned centrally at the aft of the ship, these suites provide the most-Instagrammable wake view directly from the bed or even from inside the shower. *Sq. ft varies based on terrace size, sleeps two-*

Cabins

- Scarlet Lady with Virgin Voyages' exclusive patent pending cabin layout designed by PearsonLloyd with Virgin Voyages' Design team, which uses intelligent architecture to optimize space and views of the ocean.
- The cabin is custom-created to accommodate the Seabed, the first-ever transformational cabin bed at sea, specially engineered and handcrafted by Walter Knoll in Germany. The concept of the Seabed came from the convivial nature of cruising, and gives Sailors more space for social gatherings in the cabin-- and eliminates the unspoken awkwardness of inviting new friends over with no place for them to sit but on the bed. Instead, Virgin Voyages Sailors can enjoy their cabin in two distinct ways as a place to revel or a place to relax.
- Every Sailor wishing to voyage aboard the Scarlet Lady can find their special hideaway with roomy XL Sea Terrace cabins, Sea Terrace cabins Sea View cabins, Insider cabins, Social Insider cabins that sleep up to four in a chalet-style bunk and Solo Insider cabins designed and priced exclusively for the solo traveler.
- With clever cabin lighting, the mood lighting will automatically adjust to enhance the time of day based on where the ship is in the world, reflecting the blue seas and the gold to purple sunsets of the Caribbean waters.
- The cabins will feature PIR presence sensors that automatically detect when someone has left the cabin and go into energy saver mode, where blinds will close and air conditioning will adjust to an eco-saver temperature, conserving energy to support the company's commitment to operate one of the cleanest fleets at sea.
- Most standard cabins will have transitional Seabeds, in-room entertainment with 43"+ 4K flat-screen HDTVs, mini bars, glam areas and flexible wardrobes. All cabins were engineered to optimize bathroom space featuring rain shower heads for a spa-like wash.
- All terraces aboard Scarlet Lady will feature custom-designed hammocks, handwoven by artisans from Yellow Leaf a social enterprise that fosters women's empowerment and community transformation in rural Thailand.

The Beach Club at Bimini

- Just a short transfer from the pier, and built by Resorts World Bimini, The Beach Club at Bimini is designed with Miami-based architects EOA, Inc., featuring natural materials and soft earth tones that organically blend into the seascape.
- The Beach Club at Bimini will overlook the ocean and cascade down to the sea with an expansive lagoon-style pool as the central anchor of the club.
- In the spirit of Vitamin Sea, the brand's ethos of well-being, there will be moments of retox and detox throughout the day. Sailors will find areas of high energy and quiet spots for complete relaxation and introspection. Mornings at The Beach Club at Bimini will begin with yoga and meditation as Sailors enjoy

the sounds of the ocean. The energy at The Beach Club at Bimini will be gradually amplified as the day progresses and turned back down as dusk settles in. Sailors will reach the high point of the day by the afternoon where DJ-led pool and flotilla parties will be the center of the action. The night's energy will wind down with a beach bonfire to close out the evening with an acoustic musical performance.

- The Beach Club will also have complementary food that is thoughtfully sourced. Its locally inspired menus will serve up island favorites such as conch and mango salad, banana leaf-wrapped queen snapper, Bahamian rum cake and more.
- As Sailors start to explore the club they will be pleased to discover creative social spaces with hammock groves and six bars where Sailors can congregate in groups of friends. Those looking for a home base for the day can enjoy the many beach loungers, or opt for a more private place to cuddle up, with beach-side and poolside cabanas available for rent. The Beach Club at Bimini will also feature active areas for watersports and beach play.
- Sailors staying in RockStar Suites will have their exclusive slice of paradise at The Beach Club at Bimini, with a dedicated bar, complimentary food service, an outdoor terrace lounge, sun loungers and beach cabanas.