

NO ONE
WILL
KNOW

CONCEPT



The innovative design and ambiance of our new bar has been enriched by the diverse perspectives and cultural insights shared by our valued Chinese investors, contributing to a unique and globally inspired experience. NO ONE WILL KNOW will be a **dual-purpose space** that provides a *VIP sanctuary* for current and future groups, as well as hotel guests, for early evening bespoke cocktails and sky-filled abundance by night.

The warm and welcoming space, complete with velvet upholstered seating areas and a centrally located oval bar, help provide a **unique and ideal setting** to mix and mingle with the *who's who* of NYC, all while enjoying an expertly crafted cocktail with an unrivaled view of the Empire State Building and Times Square.

At night, the duality of NO ONE WILL KNOW blossoms as the space *transforms* into a VIP late night experience with rotating hosts, visual artists and sonic curators **bringing the space to life**.

INSPIRATION

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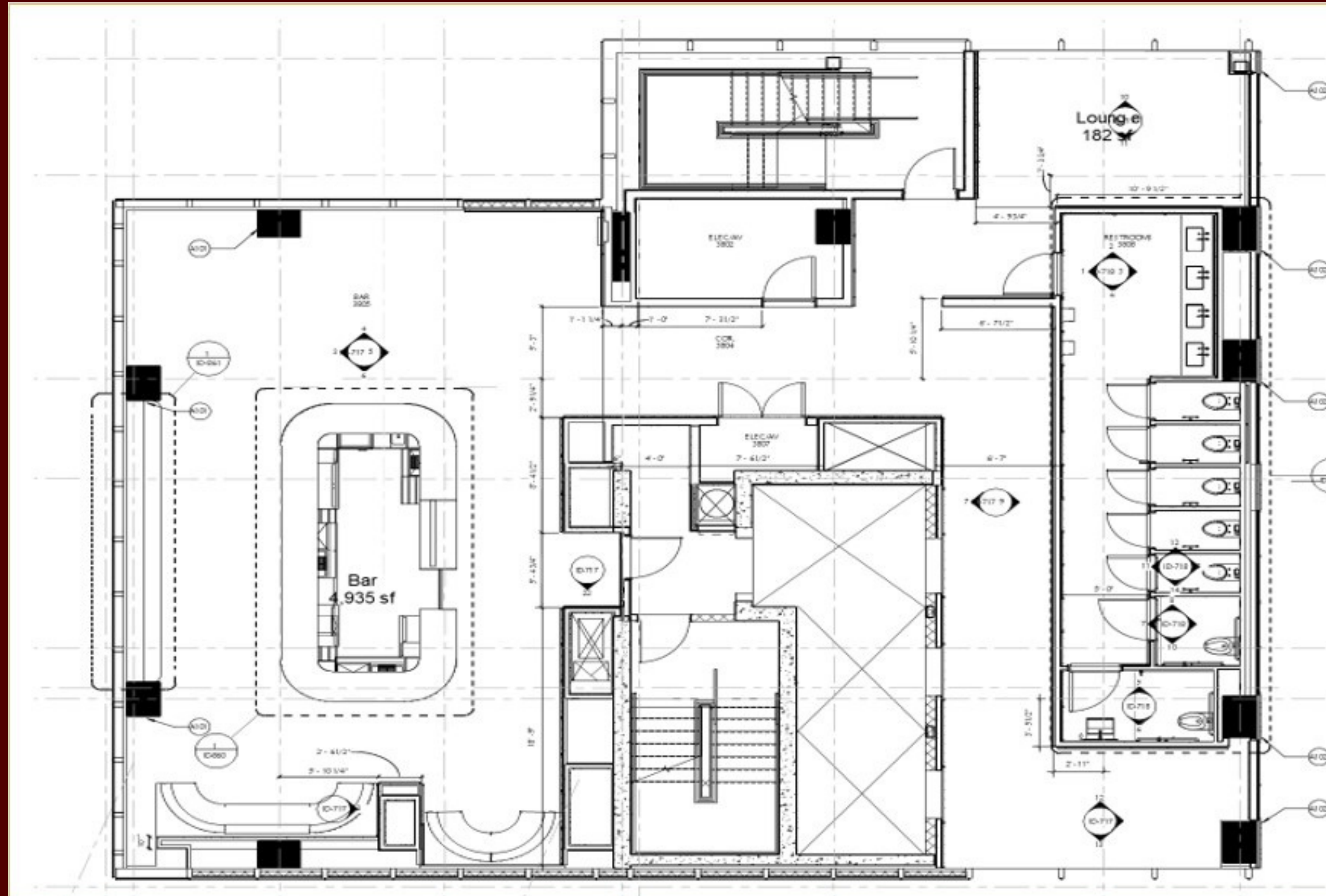


THE SPACE

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THE SPACE



EXPERIENCE



As dusk approaches, the 39th floor will **illuminate** with era defining cocktail rituals, and the murmur of an *intimate and rich* setting for connecting, creating and deal-making.

An exclusive space for abundance – the 39th Floor becomes the *crown jewel* of the Virgin Hotels NYC experience – one where NO ONE WILL KNOW what to expect; a consistently opulent, textured and enlightened experience, all at once.

As dusk turns to dark, the space becomes a **nocturnal refuge** that is a juxtaposition to the booming nightlife of other elevated destinations – a sanctum in the sky for titillating sounds and various libations. An intimate place, NO ONE WILL KNOW becomes a vibrant yet controlled arena for kinship.

EAT + DRINK



The menu programming is **simple yet complex**.

Guests will be presented with a selected rotation of **5 signature cocktails** and **5 bites**, alongside a deep but well-articulated menu of reserve spirits, wines and champagnes.

This will sit aside a bartender's choice program that allows the guests to interact with the bar creative leadership to create a truly bespoke, and for that moment only, beverage that is exactly what they desire.

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TALENT

Partnering with a leading mixologist with a **reputation for disrupting the marketplace** is the heart of the beverage experience.

Currently the lead candidate is Aidan Bowie, who opened Aviary and is now at the helm of The Dead Rabbit.

Under the careful direction of this beverage mastermind, the ever-changing menu will truly deliver on a unique guest experience – with a carefully selected slate of creative and inspired drinks in an intimate, exclusive environment.



ENTERTAINMENT



The entertainment will feature some of the greatest musical talent the city has born. Prolific selectors digging deep each night. NO ONE WILL KNOW will deliver a sonic journey for guests that will engage and impress.

From the vast vinyl collections of legendary DJs, to the inspired discoveries from burgeoning young talent.

Surprise guests and impromptu performances will be commonplace. On any given night, guests will get a glimpse behind the curtain into some of today's most creative musical minds.

Residencies will include DJ Moma, Love Injection, Curated by DProsper, Razor n' Tape, Public Service, Blue Note and more.

MARKETING [EXTERNAL]



Content Marketing:

- New social media page
- More artistic approach to posts to communicate vibe
- Prior to opening- 9 post grid of one cohesive pic
- Mysterious // Posts don't give too much away. Just enough to entice people to want to come see for themselves (i.e. @thenines_nyc, @canaryclubnyc)
- Unique hashtag to encourage UGC (user-generated content)

Email Marketing:

- Email sent to our KNOW newsletter database
- Send regular newsletters with updates on events, new cocktail offerings, and special promotions.

Influencer Marketing:

- Older/more upscale influencers (i.e. Eric Rutherford)
- Work with PR to build VIP Master List
- Possible guerilla marketing (chinese stamps/QR codes throughout city)
- Hosting an agency night pre-opening for local cocktail mixologists/enthusiasts
- Hosting exclusive events

MARKETING [INTERNAL]



KNOW members will receive a special invite to the 39th floor upon check-in

- Possibly a vintage key-shaped card detailing hours and experience.
- Could also act as a drink ticket to incentivize and encourage patronage

The “exclusivity” of speakeasy-esque bars are still a hot item, so playing into this as much as possible with our marketing efforts.

Master VIP list

- VIPs given priority w/o reservations (potential gold card)
- Knowing they are on a permanent list gives them a sense of “I am part of this, let me brag about it”

MARKETING COLLATERAL

- Vintage/Authentic Chinese ink stamp as wrist stamp
- Embroidered coasters to elevate the experience
- Vintage stir sticks
 - Chinese Zodiac animals
- Mints in a matchbook
 - Logo on outside, mint inside
 - Inside saying “For wherever the night takes you”



HOURS + POLICIES



5 pm – 9 pm: Prime Hours

- Reservations required and only via SevenRooms, VIP Host or Yes Agents
- 90 minute reservation duration
- Max group size of 8
- Ability to pre-reserve bar tasting experience (recommended)
- Priority reservations to Hotel Guests via Virgin App
- Dress code enforced (no hats, shorts, flip flops, athleisure)

10 pm – 2 am: After Hours

- Reservations required and only via SevenRooms or VIP Host
- Max group size of 12
- Priority reservations to Hotel Guests via Virgin App
- Dress code enforced (no hats, shorts, flip flops, athleisure)

SIGNATURE SERVES



COCKTAILS

- Mobile Reserve Spirits Selection
- vintage and reserve spirits served tableside
- Horizontal Flights
- Classics three ways – martini, margarita, negroni, etc.
- NY-Inspired Originals
- Ever-changing menu of five cocktails, each with their own unique glassware, presentation and guest keepsake
- Bartender's Choice
- Cocktail built back of the napkin based upon a Q&A around guest preferences

SIGNATURE SERVES



SMALL BITES

- Elevated, shareable dishes
 - i.e. creme fraiche with caviar, oysters, sushi, waygu beef sliders, marinated olives, charcuterie, beef tartare

BUDGET

