

What's in a lounge?

It's the season. Yip, the jingle bells are driving everyone dilly and the spender you never knew you were has come to drive you online to indulge everyone with gifts. So the most prominent feature about the season of travel is that travel very rarely, this time of year, goes according to plan. Delays, unscheduled stops, more delays and then the unannounced cancellations are all part of the holiday cheer. Can we say hooray?

So that means you could potentially end up at an airport, local or otherwise, stuck for the lack of a better expression. So if you had to be stuck anywhere I would unequivocally say there is nowhere better to end up than Virgin's Club House at London's Heathrow airport. There time is not of essence since the extra 5 hours mean more of the chef's food, many more bubbles and of course a visit to the spa.

The Club House feels like a 'private members club' but with cheeky reverie that adds fun into the equation opposed to snob in the elitism. The Den for instances takes care of your need to recline, as much as the Pool Room takes care of your need to chill out. Since you're turning left perhaps on the plane this 'lounge' with all its features and delights inspires you to turn left with much more glee than before.

Virgin does this so concept of 'treating yourself' so well with their 'Bumble & Bumble' salons, moreish spas, foodie-dreams and quiet spaces in almost all their lounges. So airport lounges, which can appear to add to the array of pretentious gimmicks for the wealthy, are exactly the opposite. It's a way to not waste time but a place to recuperate; it can be a place for silent retreat in a private room locked away from the millions of eyes at the airport and that makes it worth exploring and belonging to. Not to fly business class, first class or even beyond first class but to have a place where space, time and therefore freedom is respected and celebrated. Hail to Monsieur Branson.

By Daniel Scheffler



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