

21 October 2014 | [Velocity Frequent Flyer](#) <sup>[1]</sup>

## **Virgin Australia announces return of Hat Valet service for Spring Racing Carnival** <sup>[2]</sup>



Dannii Minogue launches Virgin Australia's hat valet service

Virgin Australia is celebrating one of Australia's most popular sporting events by launching a number of unique and personalised services between Sydney and Melbourne in time for this year's Spring Racing Carnival.

As travellers head south for the "race that stops a nation", the airline has announced porters will again be on standby ahead of Derby Day and the Melbourne Cup to offer eligible guests a personalised Hat Valet service, ensuring premium handling of the most important part of any race day outfit.

A range of pre-flight pampering options will also be offered including professional blow-dries and hair styling, make-up kits by ModelCo as well as a dedicated shoe-shining service, all designed ensure guests arrive in Melbourne race-ready.

The unique services will be exclusively available in Virgin Australia's flagship Sydney Lounge and via Australia's first premium kerbside entry, for the thousands of expected travellers heading to the racing capital of Australia.

Virgin Australia Group Executive Danielle Keighery said: "Enhancing the customer experience

to the benefit of our high value guests is an important focus for the airline.

“We are delighted to be bringing the Hat Valet back as we know how important the premium handling of important fashion items can be to our guests when travelling to important events and functions. The dedicated styling services will also ensure our customers are looking their best upon arrival into Melbourne.”

Channel 7 X-Factor Judge, Designer and Platinum Velocity Frequent Flyer Dannii Minogue said: “Racing headwear is one of the most valuable pieces of any race day outfit, and the Hat Valet and unique styling services offered by Virgin Australia are a fantastic way to support fashion-savvy race goers as they make their way to Melbourne for the Spring Racing Carnival.”

The services will be exclusively offered in the premium kerbside entrance of Virgin Australia’s Sydney domestic lounge to all Business Class guests, Velocity Platinum, Gold and Lounge members. They will be available from 31 October 2014 at the following times:

#### Hat Valet & Shoe Shining

Friday 31 October 2:00pm - 6:00pm  
Saturday 1 November 7:00am - 11:00am  
Monday 3 November 2:00pm - 6:00pm  
Tuesday 4 November 7:00am - 11:00am  
Thursday 6 November 7:00am - 11:00am  
Friday 7 November 2:00pm - 6:00pm

#### Blow-Dries

Saturday 1 November 7:00am - 11:00am  
Tuesday 4 November 7:00am - 11:00am  
Thursday 6 November 7:00am - 11:00am

Virgin Australia flies up to 32 times a day between Sydney and Melbourne. Book flights at our [Best Fares page](#) [3].

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