



NORTH AMERICAN HOSPITALITY GROUP INK ENTERTAINMENT ANNOUNCES EXCLUSIVE SOFIA POP-UP AT VIRGIN HOTELS LAS VEGAS

Acclaimed Italian hotspot Sofia, with locations in Miami's Design District and Toronto's Yorkville, will activate in Las Vegas November 11–22

LAS VEGAS (Oct. 13, 2025) – Award-winning North American hospitality group INK Entertainment returns to Las Vegas with a limited-time pop-up of its celebrated Italian concept, Sofia. Running from November 11–22 at Virgin Hotels Las Vegas, the activation marks INK's return to the city since partnering with Cirque du Soleil in the 2010's for Revolution Bar on the Las Vegas Strip. This special engagement offers guests a rare opportunity to experience Sofia's signature blend of refined Italian dining, glamorous design and cultural artistry, perfectly timed to coincide with two of Virgin Hotels Las Vegas' marquee weekends: the KISS Kruise: Land-Locked in Las Vegas fan weekend and the Big Race weekend.

Sofia has already earned acclaim at its Toronto flagship in Yorkville and at its Miami outpost in the Design District, both beloved for their modern Italian cuisine, world-class service and art-driven environments. For Las Vegas, the space at Virgin Hotels Las Vegas will feature a curated art program in collaboration with Taglialatella Galleries, with highlights including works by internationally recognized artist Russell Young.

The culinary program will be helmed by Corporate Executive Chef Patrick Ochs and Sofia Miami Executive Chef Abel Vuelens, presenting a menu of Sofia's most celebrated dishes alongside limited-edition plates crafted exclusively for the Las Vegas run. Complementing the food will be a regionally inspired cocktail program designed by Nishan Chandra, featuring flavor-driven ingredients and precise execution, along with a curated selection of rare Italian wines and vintage labels.

"Las Vegas has always represented the pinnacle of dining and entertainment, and bringing Sofia here is an exciting milestone for us as founders of INK Entertainment," said Charles Khabouth, CEO and Founder, and Danny Soberano, President and Co-Founder, INK Entertainment. "Our vision has always been to create experiences that seamlessly blend cuisine, design, and culture, and this pop-up allows us to showcase Sofia's spirit on one of the world's most dynamic stages. From the food and cocktails to the art and atmosphere, every detail has been thoughtfully curated to deliver something truly unforgettable. We're thrilled to share Sofia with Las Vegas and look forward to introducing the city to the kind of hospitality experiences that define our brand."



“We couldn’t be more excited to welcome Sofia to Las Vegas, and it’s an honor to work with a brand as stylish and contemporary as INK Entertainment,” said Cliff Atkinson, President of Virgin Hotels Las Vegas. “This has been a transformative year for the property, and this partnership is an exciting development. The timing is incredible, both for KISS Kruise: Land-Locked in Las Vegas and the Big Race. With the addition of this incredible partnership, this year will stand out as something truly special at Virgin Hotels Las Vegas.”

Founded by visionary entrepreneurs **Charles Khabouth** and **Danny Soberano**, INK Entertainment is known for reimagining hospitality through a portfolio of celebrated dining, nightlife, music and lifestyle concepts across Canada and South Florida. Through its partnership with the world-renowned Virgin brand, the Sofia pop-up in Las Vegas marks a milestone in the group’s continued U.S. expansion.

Beyond Sofia, INK Entertainment continues to grow its U.S. presence with Miami concepts Amal and Level 6, and forthcoming openings in Las Olas and Boca Raton.

The Sofia pop-up will be located at Virgin Hotels Las Vegas, just east of the Las Vegas strip at 4455 Paradise Rd, and will be open daily starting November 11 for dinner, from 5:00 – 11:00 PM excluding Nov. 17 and 18, during which the pop-up will be dark. Reservations will be open on October 13 via Seven Rooms: <https://www.sevenrooms.com/reservations/vilvsfia>.

For more information and to make a reservation, please visit inkentertainment.com and follow along on social media via Instagram at [@INKEntertainment](https://www.instagram.com/INKEntertainment).

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About INK Entertainment Group

INK Entertainment Group is a leading North American lifestyle and entertainment company. Operating since 1982, INK Entertainment Group has demonstrated an enviable ability to read the pulse of ever-changing cultural times and tastes, responding with a host of successful enterprises.

Headquartered in Toronto and Miami and helmed by visionary entrepreneur Charles Khabouth and Danny Soberano. INK Entertainment Group’s innovative approach, fusing dining, lifestyle, entertainment, hospitality and design is devoted to creating extraordinary experiences throughout its proprietary brands, including notable restaurant brands Akira Back, Animl Steakhouse, Amal (Toronto, Miami and Fort Lauderdale), Beso by Patria, Byblos (Toronto & Miami), Daphne, Level 6 (Miami), KÖST, Sofia Yorkville, Sofia Design District (Miami), STORYS Building, Ultra, Vinny. Portland Square, a multi level dining destination that houses Primadonna, Honey



Chinese, Portland Room and Rodeo Dive. A number of trendy clubs including REBEL, Cabana Pool Bar, D/Prtmnt and Taglialatella Galleries (Toronto, New York & Paris).

INK Entertainment Group also teamed up with the Sunray Group to manage all food and beverages at the Bisha Hotel, including Akira Back, French Made, KÔST and Mister C. For more information, visit www.inkentertainment.com or connect with INK Entertainment Group on Facebook, Instagram and Twitter.

About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is an integrated resort that delivers a vibrant and lively environment for travelers and locals alike. The off-Strip resort features 1,500 Chambers and suites across three towers, a 60,000-square-foot casino and sportsbook, and a five-acre desert pool oasis. The property boasts several dynamic spaces for live music and entertainment, including the 4,600-capacity theater operated by AEG Presents, the intimate 24 Oxford showroom, The Shag Room, a unique and sexy cocktail lounge, and the multi-functional Event Lawn. Touting an exceptional portfolio of 12 food and beverage venues, Virgin Hotels Las Vegas is home to famed restaurants like the legendary Nobu, Michael and David Morton's ONE Steakhouse, Kassi Beach House and Beach Club experience, Pizza Forte, Lucia Mexican Grill, and more. Guests looking to make the most of their visit can join Cherry Rewards, the property's expansive rewards program, where members can earn and redeem points on almost every dollar spent throughout the resort – from gaming to the resort pool, dining, and retail. Virgin Hotels Las Vegas is part of the Curio Collection by Hilton and has been consecutively awarded the AAA Four Diamond Award since its first year of operation. For more information, visit www.virginhotelslv.com.

About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalized hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. The current portfolio includes eight hotels – Virgin Hotels London-Shoreditch, Virgin Hotels Chicago, Virgin Hotels Dallas, Virgin Hotels Nashville, Virgin Hotels New Orleans, Virgin Hotels Las Vegas, Virgin Hotels Edinburgh, and Virgin Hotels New York City, followed by Miami and Denver in 2027 as well as the launch of Virgin Residences. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle and more.

About Curio Collection by Hilton



[Curio Collection by Hilton](#) is a global portfolio of more than 170 individually remarkable hotels hand-picked to immerse guests in one-of-a-kind moments in the world's most sought-after

destinations. Each hotel in the Curio Collection evokes a bespoke story through distinctive architecture and design, world-class food & beverage and curated experiences, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Experience Curio Collection by Hilton by booking at curiocollection.com or through the industry-leading [Hilton Honors app](#). Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Curio Collection by Hilton at stories.hilton.com/curio, and follow the brand on [Facebook](#), [Instagram](#) and [X](#).

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