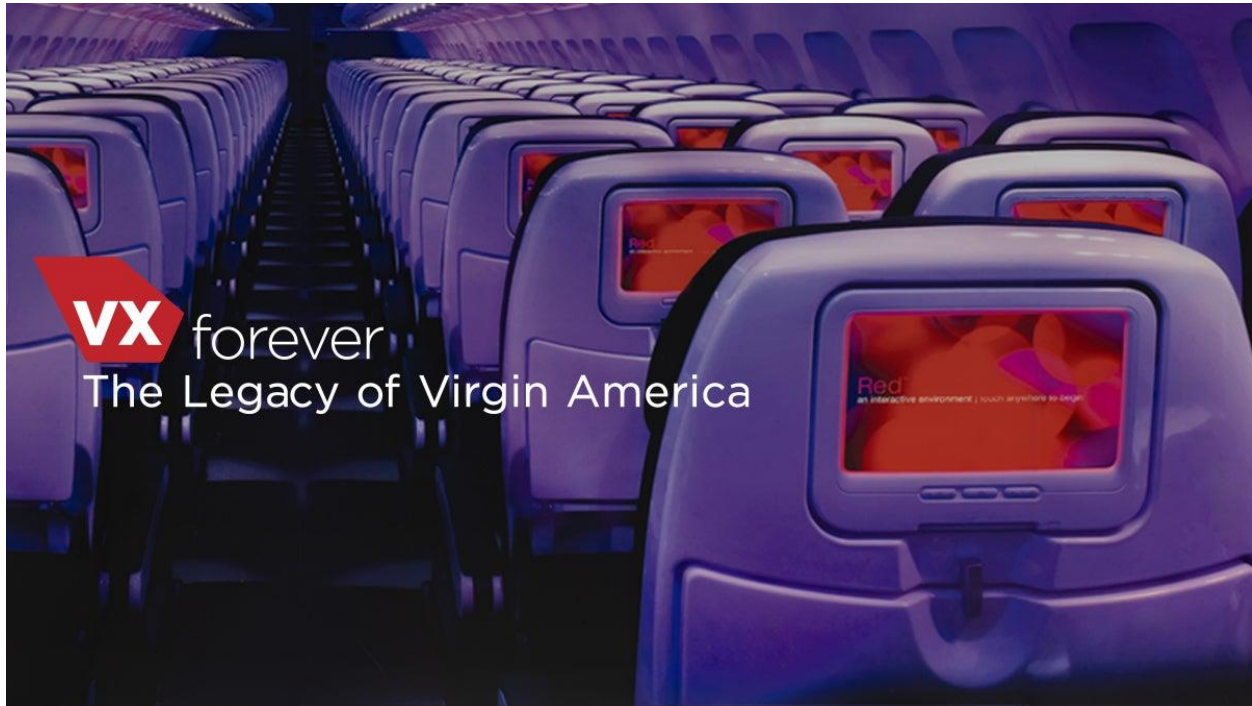


VX Forever The Legacy of Virgin America

[VX Forever The Legacy of Virgin America | SFO Museum](#)**International Terminal**

Aviation Museum & Library, Departures – Level 3

Dec 14, 2023 - Nov 17, 2024

VX Forever**The Legacy of Virgin America**

Virgin America was founded in 2004 by the Virgin Group to offer a more pleasurable domestic airline flying experience to the traveling public. Headquartered in nearby Burlingame, California, the carrier built a large and particularly loyal customer base through a unique blend of style, equipment, and services. These included leather seats, cabin mood lighting, premium entertainment systems with a broad range of audiovisual programming, full-service meals, and friendly, enthusiastic flight and ground crews dressed in hip, casual uniforms. The airline primarily focused on offering superior economy services while also providing competitive first-class amenities. The carrier's flight crews were known for fostering a fun, relaxed, and enjoyable cabin atmosphere that was reminiscent of earlier California carriers, such as PSA (Pacific Southwest Airlines) and Hughes Airwest.

Identified by the IATA (International Air Transport Association) code VX, Virgin America commenced operations in 2007 with branding licensed from Sir

Richard Branson's UK-based Virgin Group. With SFO (San Francisco International Airport) serving as its airport home base, the carrier operated a fleet of narrow-body, medium-to-long-range Airbus airliners on routes across the U.S. with a focus on major coastal cities, as well as Dallas, Las Vegas, Denver, Chicago, and destinations in Hawai'i and Mexico. At its peak, Virgin America flew to thirty-one destinations. Throughout the period of its operations, the airline earned a multitude of industry and consumer awards including the Condé Nast Readers' Choice Award and Travel + Leisure Top Domestic Airline for ten consecutive years.

In 2018, after eleven years of service, the airline ceased operations following its acquisition by Alaska Airlines. Many faithful customers were saddened to see Virgin America go, yet the airline lives on within the collections of SFO Museum. Thanks to the numerous donations by former customers, Virgin America employees, and Alaska Airlines, the legacy of Virgin America will be preserved for future generations to research, explore, and celebrate. Moreover, many of Virgin America's innovations continue with Alaska Airlines and other carriers, reflecting their profound influence on the industry. This exhibition presents a tribute to this popular San Francisco Bay Area-based airline with an array of objects, including flight and ground crew uniforms and accessories, inflight service items, promotional material, equipment, photographs, and ephemera.

Learn more! Download the *VX Forever: The Legacy of Virgin America* education program [here](#).

Virgin America promotional sign (detail) c. 2017

vinyl, ink

Collection of SFO Museum

Gift of Art Huggard

2023.075.004 a

R2023.1401.072

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Gallery Map



Virgin America ramp technician uniform c. 2010

Dickies, Port Authority

polyester, cotton, metal

Collection of SFO Museum

Coveralls: gift of Alaska Airlines

Cap: gift of Sirena Lam

2018.083.049, 2019.032.068

L2023.1401.013, .014



Virgin America flight attendant uniform 2007

cotton, polyester, plastic, wool, metal

Collection of SFO Museum

Gift of Sirena Lam

Belt: gift of Lisa Larsen

2018.071.017, 2019.032.012, .013, .015, .019

L2023.1401.072–.076



Virgin America flight attendant uniform 2018

Banana Republic

GK Direct

cotton, polyester, plastic, metal

Collection of SFO Museum

Gift of Alaska Airlines

2018.083.051, 052, .055, .056, .068

L2023.1401.002–.003, .006, .007, .057



Virgin America female flight officer uniform c. 2016

Banana Republic

GK Direct

cotton, polyester, plastic, metal, leather

Collection of SFO Museum

Gift of Captain Karen Lee McNally

Epaulettes: gift of Alice Bocanegra

Belt: gift of Alaska Airlines

2018.072.006, .007, .011, 2018.083.037, 2019.028.009 a b

L2023.1401.019, .020, .022, .023, .108



Virgin America Airbus A320-214 Jersey Girl model aircraft c. 2010

SkyMarks Models

scale 1:100

plastic, metal, felt, ink, paint

Collection of SFO Museum

Gift of Alaska Airlines

2018.083.079 a-b

L2023.1401.001 a-b



Virgin America t-shirt display 2007–c. 2017

cotton, plastic, ink

Collection of SFO Museum

Gift of Raymond Wong

2018.073.067–.071

L2023.1401.081–.085

Gift of Faye Jose

2018.157.036

L2023.1401.086