

ARIYA — CSI AWARDS SUBMISSION 2026 — BEST DINING SPACE



ARIYA BY RAZZLE DAZZLE

CSI AWARDS SUBMISSION 2026 — BEST BRAND ORIGINAL PROJECT

VALIANT LADY — VIRGIN VOYAGES — MAY 2026 DRY DOCK

BRAND STORY

Long before Virgin dared to fly, there was Ariya: a woman born on the windswept coast of Cuddalore, India. “Every spice carries a story, every story begins at the shore.” That line became a family inheritance, whispered across generations until it reached another Branson, centuries later, chasing horizons of his own. That woman was Sir Richard Branson’s great-great-grandmother.



Entrance to Ariya by Razzle Dazzle

“Let curiosity be your compass, and flavor your horizon,” became the design brief. Her belief that light connects everything, “light travels, so do stories,” shaped a room lit like dusk on the water, a saffron-gold.



Main Dining Space



... hand-illustrated mural of birds and botanicals that turns her journal into architecture



Entrance Mural by Sheehij Kaul

That same care runs beyond materials – into a bespoke scent created for the room, into culinary creations built to carry her story course by course, and into Indian artisanal artwork chosen piece by piece rather than sourced as decor.



Top Left - Custom Ceramics in Wooden Frames by Romy & Clare Designs
Bottom Left - Styling

Top Right - Hand Dyed Textiles & Woodlocking Print by Tharangini Studio
Bottom Right - Custom Framed Print by Sheehij Kaul

Curated motifs and natural textures root that palette in tradition, while a contemporary design language keeps the room composed rather than cluttered: the result is a space built specifically for gathering, sharing and lingering over food, not simply for looking at.



*Cuddalore Cuddle Booths
Framed Prints by Carla Petelski*



The palette is layered directly from an Indian spice market: turmeric yellow, sumac red and saffron, deepened with clove, cumin and toasted paprika, so the space reads as vibrant and grounded rather than themed.



Private Dining

...and for a beverage program built on ingredients she would have carried from port to port: tamarind, saffron, cardamom and jaggery.



Bar Space

SPACE
ARIYA BY RAZZLE DAZZLE

SHIP
VALIANT LADY

COMPLETION
MAY 2026

CATEGORY
BEST BRAND PROJECT

LEAD DESIGNER
VIRGIN VOYAGES DESIGN

COLLABORATIONS
OUTFITTING CONTRACTOR — CM CONTRACT
ART CONSULTANT — INDIEWALLS
DECO SIGNAGE — STUDIO3D
STYLING — RYAN RANKIN STUDIO

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