

Ashley Everett (@ashleycmeverett)

Virgin Voyages / Possible FTC Disclosure Analysis (Public Cut)

Compiled from public sources as of September 12, 2026. International Man of Degeneracy (theimod.com) commentary.

DISCLAIMER: Not legal advice. Personal opinion and commentary for adults 21+. Not a government action or finding of liability. Not an FTC case, complaint, or consent order. No affiliation with Virgin Voyages, TikTok, or any named brand. No harassment CTA.

Who this is about (public framing only)

Ashley Everett (@ashleycmeverett) is a Los Angeles-based mid-tier lifestyle, beauty, wellness, and travel creator. Public career framing: longtime Beyonce dancer and dance captain who pivoted into owned media - lifestyle content, a talk show (NDA: Next Destination Ahead), and hosted group travel. Public follower counts as of September 2026 (approx.): Instagram ~591K, TikTok ~156.5K, Threads ~110K.

This public cut focuses on the April 2026 Virgin Voyages x TikTok creator-cruise incident and a possible FTC Endorsement Guides material-connection disclosure analysis. It is not a biography.

What this document is / is not

- IS: commentary mapping public posts against FTC Endorsement Guides (16 C.F.R. Section 255).
- IS: possible disclosure-risk framing based on public reporting and reconstructed public Threads quotes.
- IS NOT: a finding of liability, an FTC investigation, or a call to contact anyone.
- IS NOT: a full personal dossier. Private contact, birth details, family names, and precise home location are omitted.

1. The trip (public facts)

In mid-April 2026, Virgin Voyages and TikTok put more than 1,100 creators on the Scarlet Lady for a three-night Miami-to-Bimini sailing. The brand later framed the activation as a large creator campaign (reported: 20,000-plus pieces of content and roughly 236 million views, plus TikTok-referred traffic growth). Creators were invited. They were not paying guests. That gifted-travel structure is central to the disclosure analysis below.

In her own public words, Everett described it as a "brand trip" and a "CONTENT CREATOR CRUISE I was INVITED ON." That language matters for material-connection analysis.

2. The night at The Manor

Late at night in the ship's club, The Manor, "Single Ladies" came on. Everett got on the DJ stage and danced. She is publicly known as one of the two featured dancers in the original music video. Crew pulled her off the stage.

On Tuesday, April 21, still onboard, she posted a thread on Threads. Those posts were later deleted. Quotations below are reconstructed from contemporaneous public coverage (People, TMZ, TheGrio, Complex, Rolling Out, Yahoo), not from private messages.

"Virgin voyages wants black creators and all their sauce- but doesn't acknowledge, highlight, or actually know them...??? Weird."

- Ashley Everett, Threads, April 21, 2026 (later deleted; reconstructed from contemporaneous reports)

"I was kicked off the @virginvoyages club stage while dancing to the SINGLE LADIES song for the CONTENT CREATOR CRUISE I was INVITED ON-all because someone complained... They kicked me off. I left-immediately after they let all the complaining white folks up on that same stage. FYI. I'm in the single ladies music video btw. ... Virgin-do better. Know and LEARN your crowd."

- Ashley Everett, Threads, April 21, 2026 (later deleted; reconstructed)

"Took a chance & rang my birthday in on a brand trip who I've since learned doesn't give a flying f%# about me. @virginvoyages"*

- Ashley Everett, Threads, April 21, 2026 (later deleted; reconstructed)

She also publicly framed the episode as a Black creator invited for cultural energy, then treated as disposable after taking space on stage, while other guests who had complained were allowed up afterward. Separate posts referenced birthday recognition and perceived differences in treatment tied to hairstyle while traveling.

3. Virgin's public statement

The same day, Virgin told reporters the issue was crowd control, not targeting her. During a late-night set at The Manor, a number of sailors got on the stage, "which isn't something we typically allow." As the group moved into the DJ area, crew treated it as a safety problem and asked everyone on stage to finish from the dance floor. "This was a safety-based decision made in the moment, not directed at any one individual." They said they spoke to her onboard, that the sailing was built to be diverse, and that they take discrimination claims seriously.

Other people on the same cruise publicly pushed back in comments and recap posts: stage roped off; nobody supposed to be on it; everyone who went up got pulled; organizers and invite list diversity notes. Those are public comments from other invitees - not a court record.

4. The walk-back (April 22)

"I want to clear something up from my birthday trip with @virginvoyages. After getting more clarity, I realized the situation I spoke about involved other guests-not the Virgin team. That part matters, and I take full responsibility for misdirecting that frustration."

- Ashley Everett, Threads, April 22, 2026

She apologized to the crew, said she had "an amazing time overall," and was "excited to still share all the fun and beautiful moments from this trip."

Public arc in one line: invited brand trip -> stage removal -> racialized call-out -> other creators contradict her characterization -> she says the problem was other guests, not Virgin staff -> she still planned to post the pretty parts of the cruise.

5. Condensed timeline (2026)

- Mid-April: Creator cruise underway on Scarlet Lady, Miami to Bimini.
- Late night during voyage: "Single Ladies" at The Manor; she goes on DJ stage; crew clears the stage.
- April 21: Deleted Threads call-out (brand trip / invitation language; racialized framing).
- April 21: Virgin statement - safety, not targeting; everyone off the stage.
- April 21-22: Other creators on the sailing dispute her characterization in public comments.
- April 22: Deletes original posts; apologizes; redirects frustration to other guests; plans to share fun moments.
- Late April-May: Virgin / TikTok publish campaign metrics (1,100+ creators; ~236M views reported).

6. Possible FTC disclosure issues

This is not a report that the FTC opened a case. There is no public complaint or consent order tied to Everett as of September 12, 2026. The following maps public posts against the 2023 Endorsement Guides (16 C.F.R. Section 255) and FTC FAQs. Possible framing only. Not legal advice.

6.1 The rule that applies

A "material connection" is any relationship a significant minority of consumers would not expect and that could change how they weigh the post. The Guides list free travel, meals, and accommodations as material connections. FTC FAQ materials use a travel influencer on a free cruise as an illustrative example: if you post about the ship, food, nightlife, or brand, you disclose the free trip.

"Thanks for having me" buried in a caption is not enough. Disclosure must be clear and conspicuous - hard to miss, in plain language. "#gifted" alone is generally not enough unless it names who gifted it. Both creator and brand can face exposure. Advertisers are expected to monitor. A three-night branded sailing is advertising inventory, not a personal vacation - especially when the brand later published ROI metrics.

6.2 Where public posts looked thin

A) The gifted cruise itself

Saying "brand trip" and "invited on" is better than pretending she booked it. It is still not the disclosure form the Guides prefer: #ad, #paidpartnership, Instagram Paid Partnership labeling, or a plain sentence such as "Virgin Voyages gifted this trip" at the start of the post - not tucked inside a grievance. Uneven disclosure across a 1,100-person activation is a structural monitoring issue brands have faced in older mass-influencer matters (classic comparison: Lord & Taylor's multi-influencer Instagram dress campaign).

B) The complaint thread

A pure complaint is not a classic endorsement. The FTC focus is when a post functions as advertising. Tagging @virginvoyages while identifying the trip as a brand trip, then pivoting to still sharing fun/beautiful moments, is the riskier sequence. April 21 posts were angry; April 22 apology language started sounding more like travel endorsement while still on a free trip.

C) Content after the apology

Once she said she would keep posting the good parts, later clips (ship, food, Bimini, "amazing time") needed standing disclosure that Virgin and TikTok provided the voyage. A deleted complaint thread does not immunize recap content.

D) Brand-side duty

Under Section 255.1(d), advertisers are expected to have a reasonable program so endorsers disclose. If large numbers of creators posted cabin tours and nightlife without #ad or gifted-trip language, that is a brand monitoring problem - not solely one creator's issue.

6.3 What does not look like a Virgin-cruise FTC problem

Public beauty partnerships that use clear partner tags (for example, #LaRochePosayPartner at the top of a caption) are generally the kind of language the Guides accept. Hosted trips she sells to her audience are a different category: she is the seller, not an undisclosed endorser of someone else's product. Affiliate links still need in-post disclosure if commission is earned, but that is separate from the cruise.

6.4 What "possible violation" actually means here

The Guides interpret Section 5 of the FTC Act; they are not a private right of action. In practice the Commission often prioritizes patterns and brands over a single mid-tier creator who said "brand trip" in a deleted thread. Realistic risk framing on these public facts:

- Later positive cruise content posted without clear gifted-trip disclosure.
- Brand responsibility for inconsistent disclosure across a 1,100-person activation.
- The compounding posture: criticizing a brand while still planning to promote the trip.

Honest summary: the news story is a stage-removal she walked back. The compliance story is that she was on a free 1,100-creator brand activation and did not use standard disclosure language while talking about it. That pattern is common on creator cruises - and it is also the exact fact pattern the Endorsement Guides were written to cover.

7. Method note

Compiled September 12, 2026 from publicly available profiles, interviews, and news coverage. Follower counts move. April 21 Threads posts were deleted by Everett; quotations are reconstructed from contemporaneous public reports. This document intentionally omits private contact information, birth details, family names, and precise personal location beyond general Los Angeles-based context.

Selected public sources consulted for the incident and Guides mapping include: People; TMZ; TheGrio; Complex; Rolling Out; Yahoo Entertainment; Skift / Ad Age / campaign press materials on Virgin x TikTok metrics; FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising, 16 C.F.R. Section 255 (2023 revision); and "FTC's Endorsement Guides: What People Are Asking"; plus public Instagram / TikTok / Threads profiles for @ashleycmeverett.

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