

WHAT

The Jones is one of London's newest hotels, but also one of its most beautiful and idiosyncratic. It's a building with a past as well as a future

When the architects had finished London's landmark Ritz, they built this. That was in 1906, possibly the most opulent and serene moment in British history. Edward VII, the playboy king, had been on the throne for four years. Here he entertained actress Lillie Langtry among the swags and drapes and shafts of sunlight.

All the old style has been retained, but there is new substance too. It is the best hotel in Bayswater.



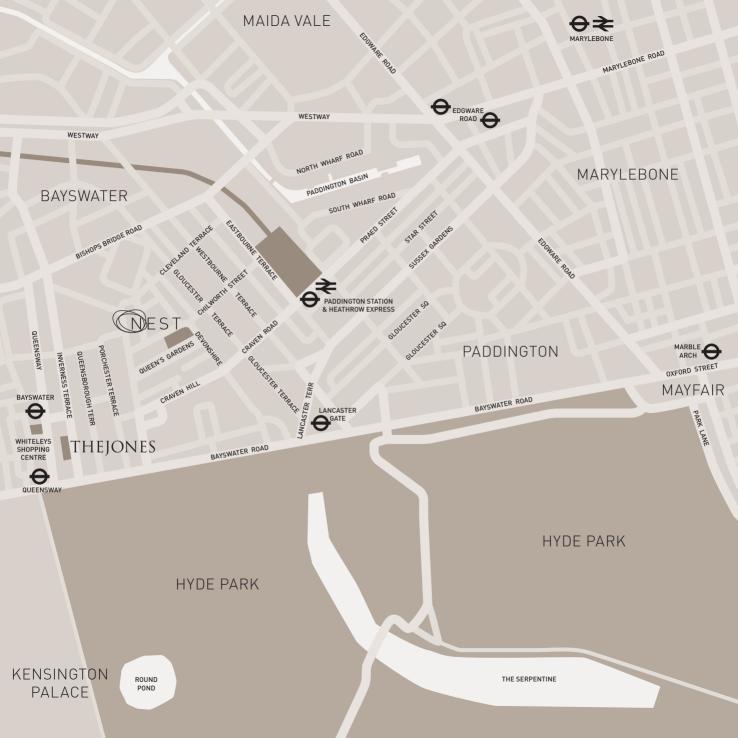
WHERE

For Edward VII, Bayswater was – conveniently – close to Buckingham Palace. Only Mayfair and Hyde Park separated them. The world's greatest urban park is just across the road. It changes character by the hour, day and season, but an

immediate release from city life is literally on your doorstep.

The Jones is next door to Hyde Park and Kensington Gardens and Palace, with the glorious royal memorial to Edward's father, Prince Albert. The neighbouring district is Notting Hill with London's best fashion boutiques and the perennial daily bustle that is Portobello Market. The Jones is at the heart of an area that has helped make London a truly global city, attracting ever greater numbers of visitors and investors.

There are plenty of reasons to explore The Jones' neighbourhood, but there are just as many reasons for staying in. When you visit The Jones, London will come to visit you.



A PLAYHOUSE

People talk about hotels as theatre, this is especially true of The Jones. A Grade I listed Theatre Bar is at the hotel's heart and defines its character. It is not only for you in residence, for artists, musicians, poets and playwrights. The Jones has an impresario-curator, arranging continuously changing programmes: editing the best of creative London for our guests. There will be a modern cabaret, a live action sampler of London's uniquely vibrant culture. Originally a drinking shop, 'cabaret' came to mean a restaurant where there was

Since the days of Edward VII, seclusion has been guaranteed at The Jones, but a special sort of connectivity is on offer too.

entertainment. This is our hotel.



ROOMS & SERVICES

The sumptuous Edwardian baroque of gilt swags, stucco, frescoes and art-glass has been retained and meticulously restored and the guestrooms have been completely re-configured for modern travellers in the iPod era.

In a delicious contrast to the seductive glamour of the public spaces, all gold and burgundy, guestrooms are thoughtful, understated, modern, beautifully lit: clean and uncomplicated, but intelligent and comfortable as well. Subtle tones, discerning artwork and thoughtful touches establish a mood of rejuvenating relaxation. It is the ordinary thing, extraordinarily well done.



The Jones is the latest hotel to join the group that owns Blakes, the famous celebrity haunt which began the

influential 'boutique' phenomenon nearly a quarter of a century ago. Blakes offers world-class care, comfort, personality and style; staff and services at The Jones

Food at The Jones is designed for the gastro-nomad at home in New York or Barcelona, as well as in London.

Whether a sausage baguette, eggs benedict, serrano ham with manchego or fish pie and fairy cakes, our style is

not dictated by convention, nor by fashion. Instead, it is determined by freshness, honesty and taste.

are based on the standards it sets

At The Jones you can have a room for a night or for 999 years.

Rates for the former will be published near opening in

Summer 2008, prices for the latter begin at £317,000 and we

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guarantee a minimum return in the first year of operation.



