

A close-up photograph of a dark, weathered metal fleur-de-lis ornament. The ornament has a central stem with three leaf-like lobes at the top and three at the bottom. The metal has a rough, aged texture with some lighter brown patches. Overlaid on the central part of the ornament is the text "THE JONES" in a white, serif font. The background is a blurred outdoor scene with a paved area and some distant structures.

THE JONES

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.



MAIDA VALE



MARYLEBONE ROAD

EDGWARE ROAD

WESTWAY



EDGWARE ROAD

BAYSWATER

WESTWAY

MARYLEBONE

NORTH WHARF ROAD

PADDINGTON BASIN

SOUTH WHARF ROAD

PRAED STREET

STAR STREET

SUSSEX GARDENS

EDGWARE ROAD

BISHOPS BRIDGE ROAD

CLEVELAND TERRACE

WESTBOURNE STREET

EASTBOURNE TERRACE

CHILWORTH TERRACE



QUEEN'S GARDENS

DEVONSHIRE TERRACE

CRAVEN ROAD

GLoucester TERRACE



PADDINGTON STATION & HEATHROW EXPRESS

GLoucester SQ

GLoucester SQ

PADDINGTON

MARBLE ARCH

OXFORD STREET

MAYFAIR

PARK LANE

BAYSWATER ROAD

LANCASTER GATE

LANCASTER TERR

BAYSWATER ROAD

CRAVEN HILL

THE JONES

BAYSWATER



WHITELEYS SHOPPING CENTRE



QUEENSWAY

INVERNESS TERRACE

QUEENSBROUGH TERR

PORCHESTER TERRACE

HYDE PARK

HYDE PARK

ROUND POND



KENSINGTON PALACE

THE SERPENTINE

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 entertainment. This is our hotel.

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



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 are based on the standards it sets.

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.

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 guarantee a minimum return in the first year of operation.

GuestInvest is partnered by Bank of Scotland Corporate, part of HBOS plc, in a £200m debt and equity package which supports the continued growth of the GuestInvest concept.





88 St James's Street
London SW1A 1PL
www.guestinvest.com

Real Estate Sales
Tel +44 (0) 20 7747 6880
Fax +44 (0) 20 7747 6869
info@guestinvest.com

Hotel reservations
Tel +44 (0) 845 470 1010
Fax +44 (0) 20 7747 6869
hotelreservations@guestinvest.com