



THE JAMES IS A STORIED BRAND WITH ITS CLASSIC, UPSCALE LIFESTYLE SPIRIT, WHICH WE ALL CAN IDENTIFY FOR CENTURIES. DRIVEN BY RELIABLE SOPHISTICATION, WORTHWHILE CONNECTIONS, AND SPIRITED CURIOSITY, THE JAMES DELIVERS AN EXPERIENCE THAT IS AS CLASSIC AS IT IS MODERN. WITH DESTINATION-WORTHY, CURATED B&F EXPERIENCES, DIRECT ACCESS TO SOUGHT-AFTER LOCAL PRODUCTS AND OPPORTUNITIES, AND A TIMELESS SENSIBILITY THAT MANIFESTS IN EVERY FACET OF EACH HOTEL, THE JAMES OFFERS THE SURE THING THAT GUESTS DESIRE, EVERY TIME.

## WE'RE RIGHT ON TIMELESS.

### BRAND PILLARS



#### CONVIVAL & COCKTAIL-FORWARD B&F

Currently home to Scarpetta, known for its bold flavors and seasonal ingredients, and The Seville, which brings back the original "New York night" with its playful cocktail menu, The James's current B&F experience is the backbone of its identity. Moving forward, The James will build upon this strength by partnering with established restaurateurs, curating intentional cuisine experiences that reflect their locations, with the ultimate goal of making each restaurant a destination in and of itself. Every property will also feature a tequila bar and music lounge with the same timeless spirit and classiness of The Seville. This consistently exceptional B&F experience will make The James the effortless choice for guests and locals.



#### LOCAL ACCESS GRANTED

It's one thing to be "in-the-know," and it's another to be a bonafide local. The James offers an intimately local experience, the kind an excited friend provides someone visiting their hometown for the first time. From appointments with top facialists to reservations at the locally-preferred speakeasies, The James doesn't merely lead guests to trendy experiences, it introduces them to the places and experiences it personally knows and loves. The ultimate mission is simple: to have guests check in as visitors, but check out as locals.



#### A TIMELESS SENSIBILITY

The James channels upscale luxe with rich, moody interiors, modern reincarnations of old-fashioned services like a "sneaker-shine" and rapid suit and shirt press, functional antiques like an old espresso machine, and, most notably, a destination-worthy B&F venue and music lounge. To complement these old-world touchpoints, The James features modern, convertible spaces where guests can meet, work, connect, and even host small conferences.

**PROMISE**

To provide connoisseurs with a go-to choice for singular, luxe lifestyle hospitality.

**VISION**

To become known for reimagining and consistently delivering staples of storied lifestyle hospitality.

**MISSION**

To excite guests with access to both classic and modern products and services throughout each stay.

# TARGET

# AUDIENCE



## THE SMOOTH OPERATOR

**PRIMARY MOTIVATOR: CONNECTIONS**

For those with limited time and unlimited ambition - professionally and personally - every dinner, after-dinner drink, or getaway between onsite meetings is a chance to meet someone worthwhile. The James' sophisticated, social club-like atmosphere fosters these connections, encouraging guests and regulars to find who and what speaks to them.



## THE NEW GOERS

**PRIMARY MOTIVATOR: ENLIVENMENT**

The New Goers are the first to know about and adopt the latest trends in technology, business, fashion, and entertainment. They travel to places where they know they will discover something new, whether it's something that's never been seen before or a twist on a classic.



## THE FLUID BUSINESS TRAVELER

**PRIMARY MOTIVATOR: VERSATILITY**

At 35-years-old and above, this guest has graduated from "scenes" like The Ace and The Standard, but still enjoys a community experience. Their taste is too specific and evolved for a chain hotel, while a DIY doesn't quite meet their needs. What they really want is a hotel to work, work out, grab a drink, entertain, and conduct business, all while feeling at home.



## THE 5 TO 9 PROFESSIONAL

**PRIMARY MOTIVATOR: UNCONVENTIONALITY**

After a long day and early evening at the office—whether onsite or in the extra bedroom—many high-powered professional travelers (and locals) don't want to decide where to have dinner and a drink. They desire a sure thing, where the cuisine and cocktails will be prepared as expected, and their money will be well spent.