



AT JONES WE'RE NOT ONES TO DWELL ON THE PAST, BUT SOMETIMES YOU NEED TO REMEMBER WHERE YOU'VE COME FROM TO KNOW WHERE YOU'RE GOING. OUR FOUNDERS ALFRED AND EMMA STARTED JONES BOOTMAKER IN BAYSWATER, LONDON IN 1857. THEY WERE A LARGE, PIONEERING FAMILY - PARENTS TO ELEVEN SONS AND THREE DAUGHTERS - AND THE FIRST TRADERS TO INSTALL ELECTRIC LIGHTING IN THEIR SHOPS. TODAY, AS IT WAS THEN, OUR GREAT PRODUCT IS AT THE HEART OF EVERYTHING WE DO.



WHILE SEEKING INSPIRATION FOR OUR AUTUMN WINTER COLLECTION WE STUMBLED UPON ANOTHER PIONEER - RICHARD RUTLEDGE, A CELEBRATED FASHION PHOTOGRAPHER AND A PROLIFIC CONTRIBUTOR TO AMERICAN VOGUE, GLAMOUR AND CONDE NAST MAGAZINES. IN THE 1950s RICHARD'S CUTTING-EDGE STUDIO IN MANHATTAN WAS STOCKED WITH THE LATEST EQUIPMENT AND A STABLE OF AVANTGARDE PHOTOGRAPHERS. WE PARTICULARLY LIKED HIS STUNNINGLY SURREAL STILL LIVES, WITH A SENSE OF POISE AND ENIGMA. WE WERE SURE THAT THE MATERIALS, DESIGN DETAILS AND CRAFTSMANSHIP OF OUR NEW COLLECTION COULD BE BROUGHT TO LIFE IN A SIMILAR WAY ...







SO HERE IT IS - A PARADE OF HEAD TURNING IMAGES THAT SHOWCASE OUR EXQUISITE FOOTWEAR COLLECTION. INSPIRED BY OUR PIONEERING BOOTMAKING FOUNDERS, THEIR CHILDREN, AND A TOUCH OF EVERYDAY GLAMOUR. EVERY FAMILY HAS A STORY TO TELL ... HERE'S OURS.

MEET THE JONESES





HARRIET

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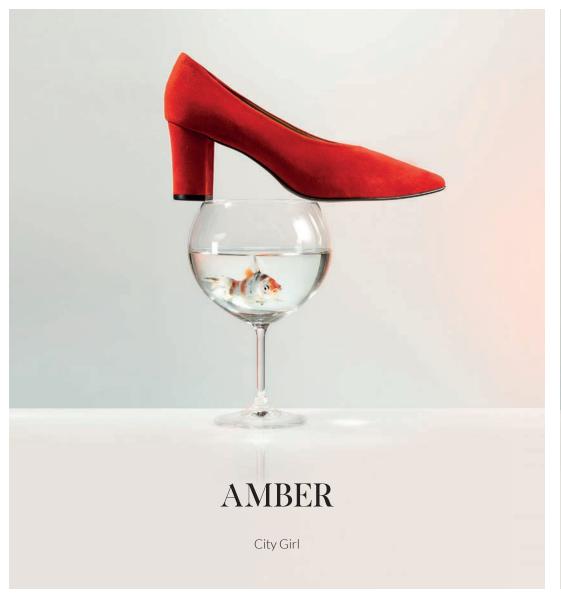
JONES T M A K E R

Shoes speak louder than words.













JONES T M A K E R

Can a butterfly change its spots?



JONES TMAKER

IASON

I make shoe contact before eye contact.



JONES BOOTMAKER



ELLAND Put that in your brogue and smoke it.

JONES TMAKER









ALFRED

Make mine a double ... six.

JONES TMAKER



JONES BOOT MAKER



FENTON Good shoes take you good places.

JONES BOOT MAKER

 $BEMPTON \quad \hbox{Everything's going swimmingly.}$



THE JONES FAMILY

HARRIET

ROXBY

CONSTANCE

FLORENCE

AMBER

EMMA

KATE

ELLA

JASON

ELLAND

DALTON

CLIFFORD

BARMBY

ALFRED

ALSTON

FENTON

BEMPTON



