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## Jones on Main lands Established Bespoke men's store downtown

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The Gulf Oil Building, center, is being connected to 708 Main and will get street-level retail spaces. Investments and Midway will redevelop and add to the 712 and 708 Main Street buildings and rebrand the city block as The Jones on Main. The interior of 712 Main, the Houston banking headquarters for JPMorgan Chase with its soaring ceiling and iconic art deco flourishes will be preserved.

Established Bespoke, a custom clothing store for men, will open in downtown's historic The Jones on Main early next year.

The 664-square foot lease deal signals the return of "soft goods" retail to 712 Main, which housed a Sakowitz department store when the building opened in 1929.

The building, the longtime Houston banking headquarters for JPMorgan Chase, along with 708 Main is being renovated and rebranded as The Jones on Main by Lionstone Investments and Midway.

The store, which offers menswear, custom suits and tailoring, will offer a downtown retail option as thousands of new apartment units are completed over the next few years.

"Following the shifting center of gravity towards downtown and the growing residential population in the area, the timing was right to re-open Established Bespoke from our previous location in West University Place to The Jones on Main," owner Gary Warfield said in an announcement.

"The downtown workforce is a key customer base and we look forward to continuing to outfit the keenest men in town, head to toe."

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Jonathan Brinsden, CEO of Midway, said Established Bespoke will fill a custom niche.

"They are a great complement to the historically hip rebranding of 712 and 708 Main Street and it is a pleasure to see men's retail make a return to Main Street."

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