# Boswells of Oxford Transformed into The Store Hotel Offering Modern Comforts



**Boswells of Oxford Reimagined as The Store Hotel**

In May, The Store hotel opened its doors in Oxford's city center, transforming the historic site of Boswells of Oxford, a department store that traded for 280 years before closing in 2020. Situated on Broad Street, opposite Balliol College, the new hotel offers 101 rooms featuring minimalist decor, a ground-floor bar, a restaurant named Treadwell, a small spa, a gym, and a rooftop terrace with panoramic views of Oxford. Developer Reef Group and hospitality company EQ revamped the site, retaining only the original Rutland sandstone facade. The new establishment aims to cater to university visitors, tourists, and locals.

Rooms start at £280 per night, with amenities appealing to various guests, including a terrace bar and a serene restaurant serving contemporary British cuisine. Landmark attractions like the Ashmolean Museum and Bodleian Library are within walking distance, and the rail station is a 12-minute walk away. The hotel’s transformation pays homage to its storied past while offering modern comforts.