



Annie Selke Brings Her Distinctive, Sophisticated Designs to The Tile Shop

December 5, 2018

Exclusive collection of 200+ designer tiles will be available in January 2019 online and at all of The Tile Shop's 140 U.S. locations

MINNEAPOLIS, Dec. 5, 2018 /PRNewswire/ -- Consumers are enchanted by Annie Selke's innovative designs for linens, rugs, wallpapers, accessories and – very soon – tile, thanks to an exclusive collaboration with The Tile Shop (NASDAQ: TTS).



The specialty retailer of natural stone and man-made tiles will offer Annie Selke for The Tile Shop, an expansive line of more than 200 texture-rich, color-infused, instant-classic tiles designed and curated by Annie Selke and The Tile Shop. Many of the tiles are reinvented design motifs based on signature patterns, textures and colors used in Ms. Selke's favorite textiles.

The collection will debut in The Tile Shop's 140 U.S. stores and online in January 2019.

"The Tile Shop strives to offer a wide range of choices that suit customers' personalities, and the Annie Selke collection allows her devotees to coordinate and enjoy her classically beautiful and sophisticated designs in more areas of the home," said Brandy Janke, product designer, The Tile Shop. "We share consumers' excitement for this highly original collection which offers countless possibilities to fit any preference. Together, we are pushing the traditional boundaries of tile."

Ms. Selke's relationship with The Tile Shop began with a partnership during the redesign of a part of her luxury lodging property, 33 Main, in Lenox, Massachusetts.

"I believe tile is a natural product extension for our brand, and, given our shared passion for quality products and great design, made for a fabulous fit with The Tile Shop," said Annie Selke, founder and CEO of The Annie Selke Companies. "Adapting our favorite palettes and patterns from our Pine Cone Hill bedding and Dash & Albert rug brands has been a fun and creative challenge. We've been 'bringing happy home' for close to 25 years, and now we get to do it with tile! What could be better than that?"

Annie Selke for The Tile Shop includes a wide array of color palettes, finishes and styles. Highlights include the below.

- Annie Selke Artisanal, one of the largest curated groupings within the line, features soft colors and a crackle finish to yield a contemporary, hand-hewn, modern farmhouse look. Artisanal tiles are available in 12 colorways and feature a matching Moldura cap piece or chair rail trim option.
- Among the many tile textures that mimic existing Annie Selke designs are traditional ikat, touches of shine or metallic, watercolor prints and more.
- The broad color spectrum ranges from bold and bright to subtle and sophisticated. A few of the many distinctive palettes are such core color groupings as white, cream, soft pink, sky blue, orchid and pearl grey.
- Twelve 24" x 30" art glass tiles feature such signature Annie Selke prints and patterns as Tweet, Aylin and Ines. Other unique offerings are designs inspired by her personal art collection.
- Various tile designs were replicated from popular Annie Selke rugs. Aster, a porcelain with seven different colorways, is based on a popular Dash & Albert rug – the first time such a technique has been created in tile. Three other colorways –

Moon Soft Pink, Moon Sky and Moon Café au Lait – are inspired by her Moon rug design.

Annie Selke for The Tile Shop is one of several exclusive offerings created for The Tile Shop by some of the world's most respected designer brands, among them Armani, Ted Baker and Laura Ashley. This year alone, The Tile Shop has added hundreds of new products, including such on-trend items as large-format tiles, 3-D wall tiles and exclusive stone collections.

For more information, please visit www.tileshop.com/annieselke or <https://annieselke.com/tileshop>

About The Tile Shop

The Tile Shop (NASDAQ: TTS) is a leading specialty retailer of natural stone and man-made tiles, setting and maintenance materials and related accessories in the United States. The Company offers a wide selection of high-quality products, exclusive designs, knowledgeable staff and exceptional customer service in an extensive showroom environment with up to 50 full-room tiled displays which are enhanced by the complimentary Design Studio, a collaborative platform to create customized 3-D design renderings to scale, allowing customers to bring their design ideas to life. The Tile Shop currently operates 140 stores in 31 states and the District of Columbia, with an average size of 20,200 square feet. See more at www.tileshop.com.

The Tile Shop is a proud member of the American Society of Interior Designers (ASID), National Association of Homebuilders (NAHB), National Kitchen and Bath Association (NKBA) and the National Tile Contractors Association (NTCA). Visit www.tileshop.com. Join The Tile Shop (#thetileshop) on Facebook, Instagram, Pinterest, Twitter and The Tile Shop Blog at blog.tileshop.com.

About Annie Selke

The Annie Selke Companies are comprised of brands created by visionary designer Annie Selke, the 2010 Massachusetts Small Business Person of the Year. Founded in 1994, Pine Cone Hill creates dynamic, inspired bedding, pajamas, robes and more that put a vibrant, contemporary spin on classic décor. Dash & Albert was established in 2003 and features unique, family-friendly area rugs in a wide variety of durable materials, top-quality weaves and striking patterns. Published in 2011, Selke's popular book, *Fresh American Spaces*, focuses on fun, functional living based on her core decorating concepts. It's also the name of her blog (blog.annieselke.com), where Annie and her crew offer tips on inspired living.

Pine Cone Hill and Dash & Albert products are featured regularly on blogs and in national and local magazines and are sold in more than 3,750 stores nationwide as well as online. The brands are represented by CODARUS in to-the-trade showrooms in Atlanta, Dallas, High Point, Laguna and Las Vegas. Visit The Annie Selke Companies online: www.annieselke.com or on Facebook, Pinterest, Twitter, Instagram, and Google+.



 View original content to download multimedia: <http://www.prnewswire.com/news-releases/annie-selke-brings-her-distinctive-sophisticated-designs-to-the-tile-shop-300760433.html>

SOURCE The Tile Shop

The Tile Shop: Nick Visconti, nick.visconti@tileshop.com; or for Annie Selke: Bridget Brazie, bbrazie@annieselke.com