



## The Tile Shop and Ted Baker London: Specialty retailer announces addition to its premium designer tile collection

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MINNEAPOLIS, Feb. 02, 2018 (GLOBE NEWSWIRE) -- The Tile Shop (NASDAQ:TTS), a specialty retailer of manufactured and natural stone tiles, today announced the release of a new tile collection called Paradise, from British fashion brand, Ted Baker London.

Bring a touch of the tropics to your interiors with the Paradise collection. Taking a tonal approach to Ted's popular Paradise print, this range features exotic birds and lush foliage, all in a variety of muted shades that are designed to be mixed and matched to your taste. The 33cm square tiles are available in a range of soft gray tones with a subtle hint of shine to maximize the holiday feeling. Imported from Great Britain, the tiles have been created by specialist tile manufacturer British Ceramic Tile, and are available to order at any of The Tile Shop's 139 retail showrooms as well as online at [www.tileshop.com](http://www.tileshop.com).

"Paradise is a perfect complement to the rest of our Ted Baker selection," said Kevin McDaniel, Lead Merchant at The Tile Shop. "The pattern and luster make it a great statement tile to add interest and drama to any room."

Paradise joins the other Ted Baker product lines offered by The Tile Shop which include Ted Baker Glass, TacTile, and VersaTile and Partridge.

- **Ted Baker Glass - Best in Glass:** Add some of Ted's signature quirky flourishes to your home with these vintage-inspired motifs. These glass tiles can be used in kitchens or bathrooms to provide a statement focus for the room, and are available in two sizes for maximum impact.
- **TacTile - Irresistibly Touchable:** Bringing a literal touch of Ted into your home, the TacTile collection uses 3D shapes and unusual finishes to add texture to your décor. Finished with clean lines and in a selection of matte whites and tonal grays, this collection adds a new dimension to your walls and floors.
- **VersaTile - Tiles Your Way:** Just as adaptable as its name suggests, this collection is available in white and three tones of gray, and crafted from a beautifully-finished porcelain. No ordinary range of tiles, the soft patterns and different sizes mean that this range can be mixed and matched to your taste.
- **Partridge - A Vintage Feel:** Sporting a classically-influenced Rococo pattern, the Partridge tile has an almost rustic charm. Each pack of nine has a random mix of four subtly varied designs, all in cool shades of complimentary grays which will transform any wall or floor with its handmade feel.



Bring a touch of the tropics to your interiors with the Paradise collection. Visit [www.tileshop.com](http://www.tileshop.com) or call Customer Service at (888) 398-6595 for more.

For more information, please visit [www.tileshop.com](http://www.tileshop.com).

### About Ted Baker

Ted Baker London is world-renowned for its stylish and sophisticated menswear, womenswear, accessories (and everything in between) and loved for its quality and distinctive use of design and colour. With the perfect blend of attention to detail and beautiful designs, Ted mixes traditional and contemporary influences with an irreverent sense of humour and a quintessential British attitude across a wide range of products, including his premium collection of tile and glass.

### About The Tile Shop

The Tile Shop (NASDAQ:TTS) is a leading specialty retailer of manufactured and natural stone 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. Each store is outfitted 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 139 stores in 31 states and the District of Columbia, with an average size of 20,800 square feet and sells products online at [www.tileshop.com](http://www.tileshop.com).

The Tile Shop is a proud member of the American Society of Interior Designers (ASID), National Association of Homebuilders (NAHB) and the National Tile Contractors Association (NTCA). Visit [www.tileshop.com](http://www.tileshop.com). Join The Tile Shop (#thetileshop) on Facebook, Instagram, Pinterest and Twitter.

### About British Ceramic Tile

British Ceramic Tile is the UK's leading ceramic and glass tile manufacturer. With a history of manufacturing for over 100 years, the company prides itself on using the finest quality raw materials, modern production techniques and a highly skilled workforce, setting new standards in tile design and

manufacture. Product, design and innovation are central to business, with trends and technological advances translated into commercially successful tile collections, which offer their customers the best in class.

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/aa96888a-f6f8-4a63-8f98-e8e3756cdfa7>



Tile Shop Holdings, Inc.