

FOR IMMEDIATE RELEASE

## **THE SEATTLE GIFT CENTER ANNOUNCES TAUROS AS THE LATEST SHOWROOM TO JOIN PREMIER MARKET COLLECTION**

**Tauros offers selection of rare handmade and hand-decorated glass, crystal and porcelain pieces**

SEATTLE – The Seattle Gift Center announces the recent addition of Tauros to its premier collection of 100 permanent showrooms set in a boutique environment and located in Seattle’s Design District in Georgetown. The market of choice for buyers in the Pacific Northwest and beyond, The Gift Center draws thousands of buyers from more than 30 channels of distribution including high-end department stores, corporate, specialty retailers, home furnishings, kitchenware, events, gourmet food, hospitality, garden/outdoor living, salons & spas, wineries, Internet and regional chain outlets.

Opened in June 2006, Tauros is owned and operated by Cheryl and Larry Appel. Experienced retailers, the Appels bring more than 14 years of hands-on retail experience to their new showroom at The Gift Center. As service-oriented business owners with intimate knowledge of their product, the Appels are able to successfully assist and educate buyers on how to most effectively sell their products.

The Appels developed an interest in the rare Turkish pieces they sell while Larry was stationed in Turkey with the Air National Guard. While on assignment in Turkey, the Appels established close relationships with local artisans and factory representatives. All of the pieces in their showroom are handmade and hand-decorated and include glass, crystal and porcelain and are purchased directly from the leading factories in Turkey.

Frequent visits to Turkey have allowed the Appels to develop long-term relationships with both the artisans and the factory representatives which have enabled the Appels to become true experts on the products in their showroom. The Appels are one of the first to bring these rare pieces to the United States.

“We are one of only two authorized dealers in North America offering these dazzling one-of-a-kind pieces, but we have only been able to reach a limited number of customers through retail,” said Cheryl. “The Gift Center allows us to reach a broader group of buyers that we couldn’t otherwise connect with.”

The stylistic and artistic influences of Italy, Egypt and Greece are evident in the dazzling pieces on display in the Tauros showroom. Many of the pieces are signed, limited editions. All of the Tauros pieces arrive directly from Turkey through the Port of Seattle and the Appels offer free delivery of all in-stock pieces to customers located in the Puget Sound area.

“Tauros introduces buyers to unique – and exclusive – product that is not readily available in the United States,” said Lisa Goodman, director of marketing at The Seattle Gift Center. “The Appels have so much personal knowledge of their pieces that they are able to offer buyers invaluable advice and expertise on how to successfully sell their products.”

The Tauros showroom is on the 5<sup>th</sup> floor of The Gift Center. The August Gift & Home Accessories Show will take place from August 16 to August 22, 2006 from 9 a.m. to 6 p.m. each day at The Seattle Gift Center and will provide an opportunity for buyers to visit Tauros’ boutique showroom.

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

**About The Seattle Gift Center**

As the only Class A regional wholesale mart in the United States, The Seattle Gift Center offers 100 showrooms on five floors featuring thousands of product lines for a wide selection of merchandise to help buyers keep up with every trend affecting their consumers. Located in Seattle's Design District in Georgetown, The Seattle Gift Center is open to the trade only. For more information, visit [www.seattlegiftcenter.com](http://www.seattlegiftcenter.com). The Seattle Gift Center is owned and managed by The Benaroya Company.

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