



TEA COLLECTION TO HOST 8TH RETAILER WORKSHOP

Connect with retailers, discover something new and be inspired by what you learn

SAN FRANCISCO, CALIFORNIA – Tea Collection, the globally inspired children's clothing company, is pleased to announce its next Retailer Workshop to be held August 2-3, 2013 at Apella event space in New York City. This bi-annual event brings together boutique owners from across the country to network, share retail strategies and discover new ways to grow their businesses.

Beginning with a cocktail networking event at the Empire Hotel from 5-7PM on Friday, August 2, the workshop will officially commence on Saturday, August 3 with a full day of presentations and breakout sessions. Transportation is available from the Empire Hotel, where a group rate has been arranged to the Appella event space. Select topics and presenters include:

- The Enlightened Entrepreneur: How to Balance Work and Life – Samantha Ettus, Working Moms Lifestyle
- Meet Your Match Workshop: Create the Perfect Customer Profile to Build Your Business – Ani Collum, Retail Concepts
- Key Performance Indicators: Which Numbers to Watch and How to Act on Them – Rob Meason, Tea Collection
- Know Your Numbers and Let Them Empower You – Dawn Brolin, Powerful Accounting

The workshop will close with a Tea Collection fashion show featuring the Spring 2014 line.

Independent boutique owners may register for the Tea Retailer Workshop at:

<http://aug2013teaworkshop.eventbrite.com/>

ABOUT TEA COLLECTION

Tea Collection makes the foreign familiar and infuses fashion with a global flavor. Twice each year, the designers at Tea travel the world to explore and discover, and then bring it all home in original styles that express the spirit of their adventures abroad.

Wherever Tea travels, their mission remains: create comfortable, exuberant, long-lasting fashions that inspire exploration and encourage global understanding. Both their children's clothing and their women's line reflect the colors, textiles and silhouettes from their global journeys of discovery.

Tea is available at Nordstrom and over 300 boutiques across the globe, as well as catalogs and online at www.teacollection.com. The women's collection is available exclusively through Tea Collection catalogs and online.

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