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GIFT & TABLETOP VETERAN LAUNCHES NEW DISTRIBUTION COMPANY

NEW YORK (January 1, 2006) --Julia Watts, who most recently was vice president of marketing and sales for Rosenthal USA and has held similar positions over the past 20 years at Hermes and Baccarat, has formed a new distribution company, Julia Watts llc.

Established to bring high-end and distinctive lifestyle products to the US specialty store market, Watts has started with the distribution of three French collections: Soizick, a fashionable assortment of tabletop and decorative accessories reflecting the spirit of southern France with hand-painted, colorful, baroque exuberance; Poc a Poc, a porcelain dinnerware collection specializing in sophisticated contemporary designs hand-painted in Burgundy; and, Lapparra, one of the oldest silver workshops in Paris crafting extraordinary accessories and flatware in styles ranging from 18th century to Art Deco and modern designs.

According to Watts, "There is a trend in the market for unique and uncommon luxury products. Specialty retailers are looking to satisfy a more demanding savvy customer who eschews 'me too' looks and designs. These collections fill that niche. They are imaginative, hand-crafted and tell a story."

Watts brings the retailer perspective to her business having begun her career as a buyer at George Watts & Son in Milwaukee, WI. In 1989, she joined Rosenthal USA as east coast regional sales manager. She was named marketing director for Baccarat, Inc. and general manager for Gien in 1992. Four years later Watts was appointed vice president for the tabletop division of Hermes managing Saint-Louis, La Table Hermes and Puiforcat until 2005 when she re-joined Rosenthal USA.