

# WARD & CO

MEN'S GROOMING PRODUCTS & ESSENTIAL ACCESSORIES

## WARD&CO TURNS "SEATTLE RUGGED" INTO "SEATTLE SUAVE"

Men's Grooming Shop To Become Exclusive Retailer of Taun's Facial Repair Formula

Contact: Elizabeth Case  
Phone: (425) 891-2564  
Email: [elizabeth@yellowdogconsulting.com](mailto:elizabeth@yellowdogconsulting.com)

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SEATTLE – To the rest of the country, Seattle's men have a reputation for rugged individualism. Now, thanks in large part to a new retail and online grooming resource, once-shaggy Northwest males are increasingly earning a new term to describe their image: suave.

Seattle-based retailer Ward&Co, which launched in fall 2011, is at the center of Seattle's expanding market for high-end men's grooming products and services. Situated in the heart of the city's downtown business district, Ward&Co stocks a full line of male-targeted grooming products, gifts and accessories — including shaving tools, moisturizers, fragrances, travel-sized products, hair care and anti-aging products — from top-tier brands around the world.

"Men have very specific needs for their skin, but they don't have many trustworthy, user-friendly resources in the area of personal image," says designer Mark Ward, who co-owns the shop with his wife Erin. "We wanted to not only find and sell the best selection of high-quality products for men's skin, but also be a reliable starting point for the man who needs a little guidance in finding the right solution."

"Plus," adds Erin Ward, "we've given the store an atmosphere that makes Seattle men and their significant others feel at home: down to earth yet still smart and sophisticated."

As one measure of the store's growing influence in the men's grooming market, Ward&Co has been selected by New York-based Taun Small Batch Men's Skin Care to be the company's sole West Coast retailer. In this exclusive partnership, Ward&Co will offer Taun Facial Repair Formula, a potent anti-aging moisturizer. The alliance is built on the companies' mutual dedication to helping men look good, whether in the boardroom or the wild outdoors.

Ward&Co is located in Seattle's classic Rainier Square Building at 1304 4th Avenue. One doesn't need to live in the Pacific Northwest, however, to experience the same goods that are helping Seattle men upgrade their image. Ward&Co's full product line is available for purchase online at [wardmensgrooming.com](http://wardmensgrooming.com).

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