



The Tile Shop Expands Collaboration With HGTV's Alison Victoria, Bringing "City Chic" Style Off the Screen and Into Homes Everywhere

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The latest styles from The Tile Shop and HGTV star are available now, only at [tileshop.com](https://www.tileshop.com) and Tile Shop showrooms.

MINNEAPOLIS, April 02, 2025 (GLOBE NEWSWIRE) -- Interior designer and HGTV star Alison Victoria has transformed countless spaces with her visionary eye and signature "city chic" style. Now, fans have even more ways to bring Victoria's designs off their screens and into their homes with the latest additions to the exclusive [Alison Victoria Tile](#) collection.

Initially launched in 2022 and available only at The Tile Shop, [Alison Victoria Tile](#) offers tiles, mosaics and trim featuring contemporary color palettes and distinctive details that perfectly embody Victoria's luxurious, eclectic style.



For her newest tiles, Victoria was inspired by some of her favorite places to visit, including California coastlines and the City of Light. There are five new products in total: "[Malibu Edit](#)," a curvaceous and modern marble mosaic in three colorways, and "[La Petite](#)," a Parisian-inspired patterned porcelain tile in two versatile neutral shades.

"Travel is my biggest source of creative inspiration, whether it's for my own home or for client projects," says Victoria. "Paris and California each have a piece of my heart, and we put that love into these designs."

"We love collaborating with Alison on her tile collection," says Kirsty Froelich, Senior Director of Design and Product Development, The Tile Shop. "Her distinctive style and eye for color are reflected in the designs, and add a touch of glamour to our selection."

About the Designs

Malibu Edit: Relaxed Refinement

Available colors: [Matador](#), [Pescador](#) and [Point Dume](#)

"Malibu Edit is inspired by the ever-changing movement of the ocean and the natural treasures it leaves behind. Vibrant colors and a playful yet elegant design reflect the beauty of shells, rocks and fragments of marble I've discovered while exploring my favorite beaches." – Alison Victoria

La Petite: Vintage Chic

Available colors: [Le Marais](#) and [Montmartre](#)

"This tile captures the romance of Paris through the scrollwork design, patina effect and antique edging. Inspired by my favorite Parisian café, each detail evokes the charm of a bygone era and the magical feeling of being lost in the City of Light." – Alison Victoria

"My greatest joy as a designer is helping people create their dream homes," says Victoria. "I could not be more proud of these tiles, and I can't wait to see the spaces created with them."

In addition to [Alison Victoria](#), The Tile Shop's lineup of exclusive [Designer Collections](#) includes collaborations with famed design partners such as [Jeffrey Alan Marks](#), [Kelli Fontana](#) and [Nikki Chu](#), as well as heritage brands [Laura Ashley](#) and [Morris & Co.](#)

ABOUT THE TILE SHOP

Tile Shop Holdings, Inc. ([Nasdaq: TTSH](#)) is a leading specialty retailer of natural stone, man-made and luxury vinyl tiles, setting and maintenance materials, and related accessories in the United States. The Tile Shop offers a wide selection of high-quality products, exclusive designs, knowledgeable staff and exceptional customer service in an extensive showroom environment. The Tile Shop currently operates 142 stores in 31 states and the District of Columbia.

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

ABOUT ALISON VICTORIA

Alison Victoria epitomizes innovation, creativity, and excellence in the world of interior design and television. She is the visionary founder and president of Alison Victoria Interiors and since 2013 has starred in multiple hit HGTV programs, including the Emmy- and Critics Choice Award-nominated "Windy City Rehab," as well as "Rock the Block," "Kitchen Crashers," "Ugliest House in America" and many more.

Renowned for her signature blend of vintage glamour and modernity, Alison's impressive portfolio high-end boutiques, luxury hotels and private residences. Most recently, Alison launched Briefly Gorgeous Productions, a company on a mission is to bring truth, authenticity and vulnerability to unscripted television. Follow Alison Victoria on [Instagram](#), [TikTok](#) and [Facebook](#).

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/ae11a514-f4b7-440b-8fa9-b816edf4e469>



Source: Tile Shop Holdings, Inc.

Spring 2025 new arrivals from The Tile Shop's exclusive Alison Victoria collaboration



Spaces featuring the Malibu Edit marble mosaic and Le Petite porcelain patterned tile, two new arrivals from Alison Victoria, available only at The Tile Shop.