



## **THE COMMUNICATIONS STORE LAUNCHES TCS EMBRYO - FOR NICHE BEAUTY BRANDS**

The Communications Store Ltd announces today the launch of TCS Embryo - a new enterprise headed up by Maria Arroyave.

TCS Embryo has been operational since January 2008 and launches formally today. Embryo specifically caters for premium, niche brands within the beauty sector.

The Communications Store has worked within its beauty division, headed by Beauty & Lifestyle Director, Anna Bartle (formerly Hooper) over the last 13 years to help its clients in the strategic brand building process. Clients who have been with TCS for many years include ESPA, the John Frieda brands, Dr. Hauschka and King of Shaves.

TCS Embryo ensures that niche brands that are brought to market can be given the specialist support and resource that brands need through their start-up phase at the same time taking advantage of the infrastructure and resources of the TCS mainframe.

Maria Arroyave has been an integral part of the Beauty Division at The Communications Store for 9 years. Tom Konig Oppenheimer and Julietta Dexter, Co-Directors of TCS believe the launch of TCS Embryo will ensure maintenance of standards alongside excellent staff opportunity within the Company.

Julietta Dexter comments "TCS has always worked hard to maintain long-term and close, personal relationships with clients. Many of our clients as well as our staff have stayed with us for many years. In order to contain our growth we have consistently turned away new business opportunities in order to preserve standards of quality and service to our clients and to the press.

We are constantly searching for ways to create excellent career paths within our Company for great and long-standing members of staff.

Maria now has the opportunity to build Embryo and do what she does best. She can tap in to the resources we provide and all her admin and company structure is dealt with for her. Her focus is 100% client and press facing. The first months of TCS Embryo have already proven to be a success with Embryo signing clients such as Dr. Alkaitis and Lisa Hoffman Beauty".

### **For further information please contact:**

Anna Bartle / Julietta Dexter at The Communications Store Tel: 0207 938 5047

Email: [anna@tcs-uk.net](mailto:anna@tcs-uk.net) or [Julietta@tcs-uk.net](mailto:Julietta@tcs-uk.net)