



SEATTLE'S ORIGINAL ROMANCE BOOKSTORE

As Seattle's original romance bookstore dedicated to the genre of love, our mission is to offer a carefully curated selection of swoon, inclusive, and spicy titles that cater to every heart's desire in a whimsical shopping atmosphere where every customer feels like a main character.

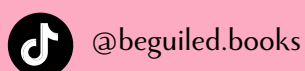
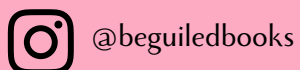
Started by Ashley Adair (Foster School of Business alum, MBA 2021), Beguiled began as pop-up events in December 2024 and, after five month of renovations, we launched our mobile booktique trailer over Valentine's weekend 2025. Raised on a steady diet of dukes, vampires, and cowboys (plus a few of her grandma's Harlequins snuck in when no one was looking), Ashley brings a deep reader's intuition to every book we stock.

In November 2025, we expanded the business to include our brick-and-mortar location in Pioneer Square in the historic Terry-Denny building.



CONTACT US

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Beguiled

BOOKS

SEATTLE'S ORIGINAL
ROMANCE BOOKSTORE

events

booktique trailer | in-store | single or multi-author | community-focused

We are excited to continue utilizing our “booktique” trailer at events around the Puget Sound, including private events. If you’d like to request us for an event, We have a minimum spend per event that begins at \$500 (think smaller events such as birthdays/book clubs) and scales depending on number of guests.

With enough notice (~2-3 weeks) we can custom order inventory for your event based on your favorite tropes if you prefer we choose the selection or any specific titles you have in mind.

With our new brick-and-mortar location, we are also hosting events in-store, including author signings, book clubs, workshops, and other community events. We have a capacity of 60 seated attendees.

To request our trailer for an event or inquire about having an event in-store, please use the contact form on www.beguiledbooks.com to get in touch.

about the owner

Ashley Adair is the founder and owner of Beguiled Books, Seattle’s original romance bookstore. A lifelong champion of kissing books, Ashley brings both business strategy and heart to the brand. Before launching Beguiled, she built a career in human resources and organizational development and earned her MBA from the University of Washington’s Foster School of Business. She also served as Vice President of Programming for the Emerald City Romance Writers, helping build community among local authors.

Ashley founded Beguiled in 2024 as a mobile “booktique,” transforming a cargo trailer into Seattle’s first romance bookstore on wheels. For the Pioneer Square expansion, her husband of 14 years, Zach Adair, joins the business full-time, helping bring Beguiled’s next chapter to life. Together, they’re creating a space where every reader feels like the main character.

