



## HSN Launches **CURATIONS** with Stefani Greenfield

### *An All Access Pass to a World of Style*

September 28, 2009 (New York, NY) -- Stefani Greenfield and interactive multichannel retailer, HSN, have combined forces to debut **CURATIONS** for HSN, which premiered exclusively on the network and hsn.com on March 25, 2009.

**CURATIONS** is a collection of hand-picked items, created and curated by fashion authority Stefani Greenfield, at accessible price points. The collection draws inspiration from international travel experiences - Morocco, India, Istanbul and the Greek Islands - and a belief that cultivating style is a journey. Featuring apparel, jewelry, shoes, sunglasses, handbags and scarves, the **CURATIONS** mantra is - "*luxury has no tiers*" - at \$28 or \$2800, value is defined by beauty, meaning and endurance.

"We want to empower women to be their own personal curators, celebrate an individual style and *never be labeled by price*," says Greenfield.

The majority of **CURATIONS** retails for less than \$200, with 85% of the collection under \$85. In addition to **CURATIONS** branded product, shows have featured exclusive-to-HSN items from guest designers, including Project Runway finalist Rami Kashou and designer Liz Lange.

"With **CURATIONS**, Stefani has culled some of the most fantastic pieces from around the world and the result is a collection of unique items, teeming with personality and style," said Lynne Ronon, Executive Vice President of Merchandising for HSN. "These are the kinds of pieces every woman would love to have but doesn't necessarily know where to find, have the time to put together or want to spend a fortune on. **CURATIONS** takes care of all of that with Stefani as your guide."

#### **ABOUT STEFANI GREENFIELD**

Stefani Greenfield is the Co-Founder of the internationally acclaimed SCOOP NYC stores. She has worked with fashion luminaries such as Donna Karan and Susie Tompkins/Esprit during her 20 year career. Stefani also makes regular appearances on national television and has been profiled in countless fashion, business and trade publications. In September 2008, she launched a consulting company called MY NEXT ACT that focuses on creating and building brands in fashion and entertainment.

#### **ABOUT HSN**

HSN is an interactive lifestyle network and retail destination, offering a unique assortment of exclusive products combined with top brand names. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience for its customers. On HSN and hsn.com, customers will find exceptional selections in **Health & Beauty** (e.g. M. Asam, Carol's Daughter, Clarins, Eyes by Design, HoMedics, Andrew Lessman, Tony Little, Ken Paves, Perlier, Sephora, ybf Cosmetics); **Jewelry** (e.g. Heidi Daus, Myrka Dellanos, R.J. Graziano, IMAN Global Chic, MichaelLisa, Noir, Amedeo Scognamilio, Tori Spelling); **Home/Lifestyle** (e.g. Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Joy Mangano, MoMA Design Store, Wolfgang Puck, John Robshaw); **Fashion/Accessories** (e.g. Loulou de la Falaise, Carlos Falchi, Patricia Field, Diane Gilman, Tina Knowles, Adrienne Landau, Debbie Shuchat, Sharif, Heidi Weisel); and **Electronics** (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Samsung).

HSN is available across all media including its TV network and HSN.com, which ranks in the top 30 of the top 500 internet retailers. HSN, the original shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSN1).

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