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HSN Ignites Designers' Creativity With the Launch of Its Enchanting Disney "Beauty and the Beast" Collection

Ruthie Davis, Marla Wynne, Luke Henderson, Danielle Nicole, Heidi Daus and More Create an Inspired Collection, Spanning Across Home, Apparel and Accessories

ST. PETERSBURG, Fla., Feb. 09, 2017 (GLOBE NEWSWIRE) -- Leading entertainment and lifestyle retailer [HSN](#) is launching a marketing collaboration with Disney for the release of its all-new live-action adaptation of Disney's animated classic *Beauty and the Beast*, a stunning, cinematic event celebrating one of the most beloved tales ever told. Beginning at 11 p.m. on March 14th through midnight on March 15th, HSN is inviting customers to 'Be HSN's Guest' as it launches its exclusive HSN collection via an interactive on-air shopping experience inspired by Disney's *Beauty and the Beast*.

"Disney's *Beauty and the Beast* is filled with incredible visual themes that inspired our designers to create collections that captured the rich colors and characters in the film," said Bill Brand, President, HSN. "*Beauty and the Beast* marks our seventh movie collaboration with Disney, and we are thrilled to excite our customers through this engaging entertainment event across our TV, digital and mobile platforms."

From the white icy forest to the warm rose motifs, each curated capsule collection captures visual themes from the new *Beauty and the Beast*, creating a dynamic collection across home, fashion, accessories, garden and beauty. Shoppers will be able to access new designer collections, including:

- | Intricate, novelty shoes by renowned shoe designer, **Ruthie Davis**;
- | Sophisticated apparel pieces by **Marla Wynn**;
- | Cosmetic accessory collection by Bravo's *Ladies of London* Stylist, **Luke Henderson**;
- | Detailed, character-inspired hand bags by accessories designer, **Danielle Nicole**;
- | Fantastical statement jewelry by **Heidi Daus**;
- | Delicate glass rose by **Waterford**;
- | Belle-inspired sandals and footwear by celebrated footwear designer, **Vince Camuto**;
- | Hand-carved jewelry pieces by **Amedeo**;
- | Table top glassware by **Patina Vie**;
- | Home pieces featuring the rose motif by **Clever Carriage**;
- | Bone china tea sets and accessories by **Royal Albert**;
- | Live roses in yellow, red and a special red-yellow combination by **Meadow Valley**.

"Building on the success of our previous collaborations, HSN is developing an absolutely stunning themed collection that celebrates the artistry and enchantment of *Beauty and the Beast*," said Don Gross, Vice President, Global Marketing Partnership & Promotions. "It's sure to charm fans and we're excited to share it with fans very soon."

HSN will be launching a Disney's *Beauty and the Beast* digital storefront on HSN.com on March 1st, inviting customers to engage with the collection and learn more about the film. This interactive shopping event is a key component of HSN's entertainment integration strategy, which drives engagement across all of HSN's shopping platforms, including TV, digital and mobile.

For more information and to shop the collection beginning March 1, please visit www.hsn.com and follow @HSN on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#). Use the #BeOurGuest hashtag to join the conversation.

About Beauty and the Beast:

The story and characters audiences know and love come to spectacular life in the live-action adaptation "Beauty and the Beast," a stunning, cinematic event celebrating one of the most beloved tales ever told. "Beauty and the Beast" is the fantastic journey of Belle, a bright, beautiful and independent young woman who is taken prisoner by a Beast in his castle. Despite her fears, she befriends the castle's enchanted staff and learns to look beyond the Beast's hideous exterior and realize the kind heart of the true Prince within. The film stars: Emma Watson as Belle; Dan Stevens as the Beast; Luke Evans as Gaston, the handsome, but shallow villager who woos Belle; Kevin Kline as Maurice, Belle's father; Josh Gad as LeFou, Gaston's long-suffering aide-de-camp; Ewan McGregor as Lumière, the candelabra; Stanley Tucci as Maestro Cadenza, the harpsichord; Audra McDonald as Madame de Garderobe, the wardrobe; Gugu Mbatha-Raw as Plumette, the

feather duster; Hattie Morahan as the enchantress; and Nathan Mack as Chip, the teacup; with Ian McKellen as Cogsworth, the mantel clock; and Emma Thompson as the teapot, Mrs. Potts.

Directed by Bill Condon based on the 1991 animated film "Beauty and the Beast," the screenplay is written by Stephen Chbosky and Evan Spiliotopoulos and produced by Mandeville Films' David Hoberman, p.g.a. and Todd Lieberman, p.g.a. with Jeffrey Silver, Thomas Schumacher and Don Hahn serving as executive producers. "Beauty and the Beast" will be released in U.S. theaters on March 17, 2017.

For more information on "Beauty and the Beast," follow:

Facebook.com/BeautyandtheBeast

Twitter.com/Beourguest

Instagram.com/BeautyandtheBeast

About HSN:

HSN is a leading entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, fashion/Accessories, and Electronics. HSN broadcasts live to approximately 94 million households in the US 24/7 and its website - hsn.com - features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 39 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit www.HSN.com, or follow @HSN on Facebook and Twitter.

Media Contact

Meliz Andiroglu

727.872.4580

Meliz.Andiroglu@hsn.net