



November 15, 2017

## **HSN to Debut 'The Fashion Show with Giuliana Rancic' on November 15**

### **Fashion Authority to Introduce Trend-Driven Programming Within New Show Format**

ST. PETERSBURG, Fla., Nov. 15, 2017 (GLOBE NEWSWIRE) -- Innovative entertainment and lifestyle retailer HSN announced the next big endeavor for the beloved Red Carpet and Fashion Authority, Giuliana Rancic—the launch of a second programming format on HSN, *The Fashion Show with Giuliana Rancic*, premiering on Wednesday, November 15.

The exciting new show format reveals the very latest in head-to-toe fashions. In the hour long show, Giuliana promises to be your closet matchmaker—pairing the inspirations of the runway with the aspirations of real women for looks that are current, classic and customizable. World-renowned fashion editor, Zanna Roberts Rassi, will appear alongside Giuliana to kick-off the premiere show.

"I'm thrilled to launch this new format on HSN and show women fashion's hottest looks for the season," said Giuliana Rancic. "In addition to showcasing these looks, I'm further highlighting why they are relevant trends and how shoppers at home can style each piece to fit their individual lifestyle."

Shoppers will have to tune-in Wednesday at 11pm ET, or visit [www.HSN.com](http://www.HSN.com) that evening for the full unveiling of the collection. Still part of the G by Giuliana label, the collection features Giuliana's first ever pair of shoes, jewelry, Fall staples and this season's trendy essentials. Aligned with her previous collections, the assortment retails for under \$150 and ranges in size for XXS to 3XL.

"G by Giuliana is a brand that continues to resonate with our customer on multiple levels. Our customer is highly engaged," stated Vanessa Dusold, Senior Vice President of Merchandising, Apparel & Accessories. "Our customers not only love her fashion collection, but seek her valued styling advice, so the introduction of a second show format, feels like a natural progression for her brand."

Giuliana will appear on HSN on Wednesday, November 15 at 11pm ET, to debut *The Fashion Show with Giuliana Rancic*. She will also appear on Thursday, November 16<sup>th</sup> throughout the day. Shop the collection at [www.HSN.com](http://www.HSN.com) (keyword: Giuliana Rancic) and join the conversation @HSN on Facebook, Instagram, Twitter and Pinterest.

#### **About HSN:**

HSN is a leading interactive 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 90 million households in the US in HD 24/7 and its website - [hsn.com](http://hsn.com) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 37 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit [HSN.com](http://HSN.com), or follow @HSN on Facebook and Twitter.

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