



Paula Abdul Continues to Shine With Live Event on HSN From Hollywood

-- Paula Abdul's exclusive Forever Your Girl collection rocks the house as HSN broadcasts live from

ST. PETERSBURG, Fla., May 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- - Paula Abdul's exclusive Forever Your Girl collection rocks the house as HSN broadcasts live from Hollywood May 19th- 20th-

[Paula Abdul](#), world-renowned celebrity and judge on American Idol, saw strong sales with more than 35,000 units sold of her exclusive fashion accessories collection, [Forever Your Girl](#), during HSN's 3 hour live remote just outside the Nokia Center directly following the American Idol Finale May 19th.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070214/CLW048LOGO-b>)

In the weeks leading up to her appearance, Paula Abdul was seen throughout the media and on American Idol wearing pieces from her new May collection by Forever Your Girl. Prior to Paula's appearance, the interest in Forever Your Girl, ranging in price from \$15 to \$80, was so strong numerous items sold out even before their allotted airtime.

Viewers responded quickly to the new offerings with [HSN's Today's Special](#), the flower crystal cuff, selling out during the first hour. The most popular designs included anything inscribed with a special message from Paula such as her inspirational signature "star" collection inscribed with "reach for the stars and you will become one" which is etched on the star changeable earrings, shooting star hinged bangle, and shooting star earrings.

The debut of [Paula's new flower collection](#) was equally popular and sold out of nearly every piece which included a unique message of self empowerment "he loves me, I love me more." Fans quickly picked up the flower drop earrings, flower stretch cuff and the especially popular flower crystal cuff sold out of more than 5000 units in just one hour of air time.

Inspired by her famous song from the 80's "Cold Hearted Snake," the [snake jewelry collection](#) thrived with sellouts of her designer snake stretch bracelet and snake stretch ring.

Paula will continue to debut new items from the Forever Your Girl collection on HSN and hsn.com on July 31. Go to www.hsn.com to sign up for Forever Your Girl show alerts.

About HSN:

HSN is an interactive lifestyle network and retail destination, offering a curated 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, FusionBeauty, HoMedics, Italian Beauty, Andrew Lessman's Procaps, Lancome, Serious Skin Care, ybf Cosmetics); Jewelry (e.g. Paula Abdul, Heidi Daus, R.J. Graziano, IMAN Global Chic, michaelLisa, Noir, Amedeo Scognamiglio, Tori Spelling, Serena Williams); Home/Lifestyle (e.g. Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Joy Mangano, MoMA Design Store, Wolfgang Puck); Fashion/Accessories (e.g. Curations with Stefani Greenfield, Sam Edelman, Loulou de la Falaise, Carlos Falchi, Diane Gilman, Tina Knowles, Adrienne Landau, Sharif, Heidi Weisel.); and Electronics (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Sony).

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: HSNi).

About Ingenious Designs, LLC

IDL is a subsidiary of HSN, an operating business of IAC, and was founded in 1991 by its president, Joy Mangano. Ms. Mangano is one of the most recognized and successful electronic retailing personalities in the industry today. With over 227 million sold, her famous Huggable Hangers are in homes across the country! The company is a leader in designing, inventing, and marketing innovative and unique products including the original Miracle Mop, My Little Steamer, and Clothes-it-All Luggage System. In addition, IDL has broadened its scope by managing and also designing product for the award-winning guitar virtuoso Esteban, icon and most celebrated super-model IMAN, Tennis Legend Serena Williams, world-renowned celebrity American Idol judge Paula Abdul, and chef and restaurateur Todd English, in the electronic retailing industry and infomercials.

About [Paula Abdul Forever Your Girl](#)

A creative mind all her life, Paula brings her passion for creating unique and beautiful things to HSN with her exclusive line of jewelry, handbags, fashion and accessories. The realization of her lifelong dream to create, this fun, fashionable collection offers you encouragement, hope and inspiration to make your dreams a reality.

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