



Accessible Luxury Emerges as HSN Debuts 'Rarities: Fine Jewelry with Carol Brodie'

ST. PETERSBURG, Fla., June 8, 2009 /PRNewswire via COMTEX News Network/ -- "The Queen of Diamonds," Carol Brodie is bringing what every woman wants to multichannel retailer HSN - [affordable and approachable fine jewelry](#). Known for her legendary work on the red carpet with "jeweler to the stars" Harry Winston, for the first time in her career, Ms. Brodie is offering her own collection entitled [Rarities: Fine Jewelry with Carol Brodie](#). This exclusive collection launches on HSN and [hsn.com](#) June 21 and features a refined assortment of [precious and semi-precious gems](#) inspired by the most famous and sought after styles in the world.

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

"After 20 years of working the red carpet and appearing as the luxury and style expert on countless TV shows, bringing a [new line of fine jewelry](#) to HSN is simply a dream come true," says Ms. Brodie. "HSN is known for its high standards and I can't think of a better place to introduce a fine jewelry collection. I look forward to bringing Rarities to HSN's viewers and sharing my knowledge on how to build a luxurious wardrobe within any price range."

In addition to working with the world's most famous jewelers, Brodie has adorned countless celebrities including Jennifer Lopez, Scarlett Johansson, Kate Hudson and Reese Witherspoon, all of whom have inspired her in [the creation of Rarities](#). Brodie was the mastermind behind some of the most memorable fashion moments at the Oscars - the pinnacle of red carpet style and fashion. Among them include Halle Berry's custom-designed cognac and orange diamond jewels, worn as she captured the 2001 Best Actress Award for *Monster's Ball*; and Gwyneth Paltrow's winning look as she nabbed the 1999 Best Actress Award for her role in *Shakespeare in Love*.

"Women in this environment still want to feel special and we want to be the one delivering that experience to her," says Mindy Grossman, Chief Executive Officer of HSN, Inc. "Rarities does just that with superior fine jewelry offered at an accessible price point. Carol's unmatched expertise and passion for jewelry will resonate with our customers as they look for affordable ways to enhance their own personal style."

Luxury in everyday life is now a reality. Anchored by [high quality precious and semi-precious gemstones](#) including diamonds, sapphire, rubies, emeralds, amethyst, citrine, turquoise and onyx, the collection features classic gold and sterling silver mountings and exquisite details such as four split prongs to secure many of the [precious gems](#).

A trained jewelry connoisseur will see the strong design influence of the late Ambaji Shinde, who spent 65 years designing for the fabled Maharajas of India and as head designer for the legendary jeweler Harry Winston. Brodie spent almost a decade working with this master designer and learned the secrets to creating the world's most famous jewelry.

The attention paid to the smallest detail is what makes these pieces on par with those found in the finest ateliers. Items range from a pair of Sapphire & Pearl Cluster Dangle Earrings for \$89.00 to a White Quartzite and Turquoise Cuff for \$449.90 to a White Chalcedony and Diamond Ring for \$799.90.

Following the launch, Carol will appear monthly on HSN to offer stylish new additions to the Rarities collection.

About [Carol Brodie](#):

Carol Brodie has spent a lifetime falling in love with the most fabled gems in the world. She has personally held the Hope Diamond, the Dresden Green, the Pumpkin Diamond and every piece of jewelry loaned to international celebrities during her tenure with famed jeweler Harry Winston. As the voice of the diamond industry, Brodie represented and acted as the spokesperson for such great companies as De Beers and Harry Winston. Appearing on shows such as *The Bachelor*, *The Today Show*, *Entertainment Tonight*, *CNN* and as a stylist on *Extreme Makeover*, Brodie has delivered the design trends for gifting and red carpet events for more than a decade. In 2005, CurtCo Media, publisher of *Robb Report*, *Art and Antiques*, and *Show Boats International* magazines, as well as a family of titles similarly targeted to the world's most affluent readers, announced the appointment Carol Brodie as the first ever, Chief Luxury Officer. Brodie has been the featured speaker at most of the world's most important luxury and jewelry shows and is a leading international luxury and fine jewelry expert.

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, Rarities: Fine Jewelry With Carol Brodie, 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).

SOURCE HSN

<http://www.hsn.com>

Copyright (C) 2009 PR Newswire. All rights reserved