



Contact: KRISTIN JOYCE Brand Marketing-Communications Partner (M) +1 941.928.0550 (E) kj@blueskycreates.com

Sigrild Olsen Premieres Today on HSN with Debut of New Women's Fashion Collection

Sarasota, FL., April 21, 2015 – Sigrild Olsen becomes an on-air broadcast persona, launching today, to premiere on HSN and debut the Spring 2015 collection of her first women's fashion line since 2008. This new chapter of reinvention leverages Sigrild's 30 years of compelling career success as an artist, designer, and veritable icon to many American women. Sigrild's "marquee designer" partnership affords ability to sell beautiful clothes across various HSN platforms, including TV, online and mobile. Her commentary will feature the entire product line available for purchase over four hours of airtime today, from 4:00 p.m. to 6:00 p.m./ET and again from 10:00 p.m. to 12:00 midnight/ET, as well as through the HSN.com.

Sigrild's HSN label, *SIGRID OLSEN Studio*, will promote an artisan chic, "beach to bistro" vibe highlighted by signature touches, a nuanced color palette, quality fabrications, and handcrafted textile prints. Embroidered tunics, embellished dresses, washed linens, unique crocheted knits, versatile jackets, *pareo* scarves, light linen ponchos and a clever "slim seam" pant, comprise some of the beautifully-curated, exclusive products. With accessible price points ranging from \$29.00 to \$109.00 U.S.D., Sigrild's additional Summer and Fall 2015 HSN collections will be presented in June, July, August and October.

HSN has vested in Sigrild's prior career success and certainly in her expertise as a multi-faceted talent. It's likely that her engaging presence, healthy good looks (at 61!), and loyal consumer following will attract a significant audience, especially based upon her genuine commitment to a lifestyle philosophy of *creative well-being*.

Sigrild's way of life represents an important, increasing trend. Sigrild speaks from the heart on this subject, "I practice yoga, meditate, stay attuned to nature and strive for a work-life balance which inspires creativity in daily life. Most of my customers, and many women the world over, seek these same values today."

This philosophy has transformed her brand to become, SIGRID OLSEN: New Designs for Living™. Working from her Siesta Key studio in Florida, Sigrid continues to create original artwork, while generating designs for three HSN collections this year. She and her team seek to expand into home décor, women's accessories, jewelry, paperie, eyewear, and publishing as well as explore new partnerships for her own *Creative Well-Being Retreats* around the world.

Sigrid foresees engaging with customers on a personal level through her partnership with HSN. With their impressive reach into 96 million U.S. households and increasing reputation for success, HSN has transformed retail, especially in recent years, led by CEO Mindy Grossman.

“I admire what Mindy and her team have achieved. HSN offers a unique opportunity to create a relationship with the customer,” Sigrid beams, “I can speak to my creative well-being philosophy, relate my story, my artistic process, my ideas on how wardrobe -- this is relevant! This is what brings fashion to life.”

For additional information or to contact Sigrid's team, visit www.sigridolsen.com

#