

# HSN and Scoop NYC Bring You the “Ultimate Closet”

**--Scoop Style offers this Summers Hottest Looks on HSN beginning May 17--**

(ST. PETERSBURG, FL – April 16, 2007) – Electronic retailer HSN and national fashion boutique Scoop NYC have combined forces to debut “Scoop Style” on HSN on May 17, 2007. Scoop’s founder and renowned fashion authority Stefani Greenfield is scheduled to make several appearances this year where she will bring the Scoop “Ultimate Closet” concept of one-stop shopping from the best brands in fashion to the viewers of HSN. Scoop’s boutiques have burgeoned into a 15-store phenomenon in 11 cities nationwide since launching in downtown Manhattan in April of 1996, and are known for being the premiere destination for time-deprived shoppers looking to create effortless must-have head-to-toe looks for any occasion!

“It’s not about just showing you what’s happening in fashion, it’s about showing you how to become a part of what’s happening,” said Scoop Co-Owner Stefani Greenfield. “It’s making the trends work for you and your lifestyle.”

The debut episode of “Scoop Style” will feature a collection of summer styles with a mix of dresses, cover-ups, tunics, pants and kaftans to jump-start every woman’s warm-weather wardrobe. The show will feature some exclusive-to-HSN items, including pieces by Project Runway finalist Uli Herzner. Following the successful Scoop formula, “Scoop Style” will feature looks compiled from some of today’s hottest designers including:

Scoop	Elizabeth Hurley Beach	Stuart Weitzman for Scoop
Ben Amun	J. Crew	Alice + Olivia
Lee Angel	Kors by Michael Kors	Chaiken
Flora Bella	Jennifer Miller	James Perse
Le Shack by Tracy Feith	Oliver Peoples	Seven for All Mankind
Hat Attack	Poupette St. Barths for Scoop	Milly
Havaianas	Soixante Neuf	
Deborah Evans for Havaianas	Uli Herzner	

“We’re delighted to welcome Scoop to HSN,” said Mindy Grossman, CEO of IAC Retailing. “Scoop’s on-trend, versatile pieces will be fun for our customers as they build outfits that highlight their unique styles. The concept of the ‘Ultimate Closet’ is must-have fashion items and updated classics that blend with current pieces in the wearer’s wardrobe, and Scoop Style will enable every woman to finally have her own ultimate closet.”

(more)

Scoop Style premieres on HSN on Thursday, May 17th from 1:00-2:00 a.m., with an additional show from 9:00 p.m.-10:00 p.m. (all times EDT). The entire collection, along with fashion tips from Stefani Greenfield, will also be available as of May 17th on [www.hsn.com](http://www.hsn.com).

**About Scoop:**

Stefani Greenfield and Uzi Ben-Abraham opened the first Scoop NYC in New York City in April of 1996, pioneering the “one stop shopping in your ‘ultimate closet’ concept.” Merchandised by item, color, classification and trend, Scoop NYC offers a unique shopping experience for the time deprived consumer. Scoop’s contagious energy partnered with phenomenal customer service has made Scoop one of the country’s most popular shopping destinations with 15 locations across the US including New York City; Greenwich, CT; East Hampton, NY; Atlantic City; Las Vegas; Chicago; Dallas; Miami and Long Island, NY.

**About HSN:**

The originator of the electronic retailing concept in 1977, HSN, an operating business of IAC (Nasdaq: IACI), is a global multichannel retailing giant offering thousands of products to enhance all aspects of its customers lives. On HSN and hsn.com, customers can find an array of unique products and brand names in categories such as Beauty (e.g., Sephora, H2O+ Cosmetics, Ken Paves, Paula Dorf); Jewelry (e.g., R.J. Graziano, Michael Anthony, Cameron Cohen, Elini); Home/Lifestyle (e.g., Dyson, Todd English, ProForm, Wolfgang Puck, Reebok, Bob Vila, Roy Yamaguchi); Fashion (e.g., Randolph Duke, Tommy Hilfiger, Carlos Falchi, Beverly Feldman); and Electronics (e.g., Gateway, Panasonic, Sharp, JVC). HSN delivers its merchandise across a full spectrum of platforms, including TV, where the network reaches 89 million households and is the 4th largest in the U.S.; online, and through hsn.com, which also features value-added video-on-demand and podcasts of products, shows, and tips.

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