

Hilary Duff Joins With Michaels to Launch 'stuff by hilary duff' DIY Fashion Crafts

Teens and 'Tweens Can Now Create Their Own Fashions with Hilary Duff's DIY Line at Michaels

DALLAS, Aug. 8 /PRNewswire/ -- Hilary Duff, the international chart-topping recording artist, actress, designer, business woman and philanthropist, has partnered with Michaels Stores, Inc., the largest specialty retailer of arts and crafts, to introduce a line of stuff by hilary duff "Design It Yourself" fashion crafts in over 900 Michaels North American stores. This is Michaels' first teen celebrity alliance, which further enhances the company's product offerings to the teen and 'tween consumer market.

The stuff by hilary duff DIY fashion accessories and embellishments include more than 40 hip, funky fashion products inspiring customers to reinvent existing products or clothing. Using the stuff by hilary duff sportswear collection as inspiration, Hilary chose her favorite trims, details and graphics for charms, patches and iron-on transfers. The DIY collection includes bold chain link bracelets and necklaces, and cool vintage-inspired charms to easily create fashion masterpieces. T-shirts, hand bags and hats become a canvas to embellish with iron-on graphics, studs and stones. In addition, military and heraldic inspired crests are being featured in the collection.

"My new line of DIY fashion crafts at Michaels under my stuff by hilary duff label allows you to get creative with your style -- so you can always wear something new to highlight your own individuality," said Hilary Duff.

Hilary provides the design direction for the stuff by hilary duff line. This new line seamlessly complements Michaels' vast assortment of approximately 40,000 products including apparel crafts, beading, jewelry making and kids crafts. Michaels will provide customers an opportunity to add their personalized style to fitted T-shirts and handbags during complimentary in-store demonstrations of stuff by hilary duff DIY fashion in all Michaels stores, nationwide and in Canada, on Sunday, August 26 from 1:00 p.m. to 3:00 p.m. local time. Customers can visit <http://www.michaels.com> to find a store nearby.

"Hilary embodies the spirit of the Michaels' customer with her individual sense of style and her creative edge," said David Abelman, senior vice president of marketing for Michaels. "'Tweens and teens are embracing crafting as part of developing their identity. The stuff by hilary duff DIY fashion collection fuels their personal creativity and imagination, and it further enhances our DIY crafting assortment."

The Hilary Duff and Michaels partnership is the second significant alliance Michaels has announced this year, the first of which was with Martha Stewart to launch Martha Stewart Crafts(TM), introduced in May.

About Michaels Stores, Inc. Michaels Stores, Inc. (<http://www.michaels.com>) is the largest specialty retailer of arts and crafts. With more than 900 stores in the United States and Canada, the company carries a wide selection of products in arts, crafts, framing, floral, home decor and seasonal merchandise. Michaels also operates specialty stores under different brand names including Aaron Brothers, Recollections and Star Decorators Wholesale.

About Hilary Duff

Hilary Duff is an internationally celebrated multi-platinum, chart-topping recording artist, headlining concert performer, actress, designer, philanthropist and business woman. Hilary launches her next world concert tour this summer, with multi-city appearances in the U.S., Canada and points abroad. Hilary's latest CD Dignity released April 3 as the #1 new album release on Billboard 200. Hilary kicks off the U.S. leg of her tour August 6 in Everett, Washington. Her latest music video Stranger was the hot shot debut on Billboard's Club Chart and is a top 10 video on MTV's TRL since its launch. Her previous single With Love was #1 on MTV's TRL and the most-added single on national Top 40 radio. As a fashion designer, Hilary is actively involved with her design team in leading the design process to expand her fashion, beauty and home products business globally, including her 'tween fashion label stuff by hilary duff with the collection in the U.S. at top national and regional retailers including Kohl's and Wal-Mart and at Zellers in Canada. Hilary's teen designer label hilary duff kicked off with the launch of Hilary's fragrance line With Love ... Hilary Duff which Hilary designed and created for Elizabeth Arden, now in department and specialty stores and mid-tier and mass market retailers. For more information on Hilary, please visit her website at <http://www.hilaryduff.com>.

SOURCE Michaels Stores, Inc.