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HSN and Disney Studios Collaborate to Produce Innovative Shopping Experience

HSN Will Launch Its Largest Ever Movie Event Spanning Across Three Days, Capturing the Essence of the Disney's Alice Through the Looking Glass Film



Supermodel Miranda Kerr, Academy Award®-winning Costume Designer Colleen Atwood, Hat Designer Patricia Underwood and Fashion Expert Giuliana Rancic, Design Collections for HSN, that take inspiration from the Disney Film

ST. PETERSBURG, Fla., April 28, 2016 (GLOBE NEWSWIRE) -- Leading entertainment and lifestyle retailer [HSN](#) announced today an innovative marketing collaboration with Disney for the release of its all-new fantasy adventure movie *Alice Through the Looking Glass*. The collaboration brings curated capsule collections by top designers including **Miranda Kerr, Colleen Atwood, Patricia Underwood, Giuliana Rancic, Jeffrey Banks** and more, across home, culinary, fashion, footwear, jewelry, accessories and beauty. The assortment will be available as part of a collection of exclusive HSN items.

"We are thrilled to collaborate with Disney Studios for our largest movie event to date," said Bill Brand, president of HSN. "*Alice Through The Looking Glass* marks our sixth Disney movie collaboration, where we have inspired our partners to design collections that creatively capture the themes of the film and bring the iconic story to life!"

HSN collaborated with designers and influencers to create products that bring life to the all-new spectacular adventure, a follow-up to 2010's wildly successful *Alice in Wonderland*. Drawing inspiration from the rich colors in the film, HSN is launching collections across six different themes in the movie, including: Red Queen, a collection inspired by the villainous queen with items spanning different shades of red; Time, featuring time-themed pieces inspired by the newest character; Kingsleigh Trading Co., an Asian-inspired assortment

representing the unique finds Alice encountered during her world travels; Witzend, a whimsical and colorful collection capturing the essence of garden parties and outdoor living; Discover Alice Through The Looking Glass, a collection by multiple designers inspired by various themes; and Victorian Romance, a romantic collection inspired by the White Queen, filled with beautiful cameos, pearls and lace.

“We are excited to be working once again with the talented team at HSN,” said Don Gross, VP, Global Marketing Partnerships, Promotions & Synergy. “The whimsy and originality of *Alice Through the Looking Glass* are brought to life through this fantastic retail collection, and the creative details and designs will surely appeal to movie fans.”

The event kicks off at 11 p.m. on May 23rd and continues through midnight on May 26th. This unique marketing program is a key component of HSN’s entertainment integration strategy, which drives engagement across all of HSN’s shopping platforms, including TV, digital and mobile.

From rich shades of red to gothic time-themed pieces inspired by a new character, Time, these capsule collections seamlessly transition from day to night, with items such as:

- Handmade headpieces by hat designer **Patricia Underwood**;
- Bone china tea sets and accessories by **Miranda Kerr**;
- Time-inspired sandals and footwear by **Vince Camuto**;
- Fantastical statement jewelry including necklaces, earrings, brooches, and hairpins by **Heidi Daus, Amedeo and Roberto by RFM, Colleen Atwood**;
- Leather and sterling silver jewelry handmade in the USA by **King Baby**;
- Hand painted character inspired hand bags by **Sharif**;
- Detailed, novelty hand bags by **Danielle Nicole**;
- Contemporary pieces including pants, jackets, flair dresses and coordinating sets by **Giuliana Rancic and Nikki Poulos**

HSN will bring *Alice Through The Looking Glass* into homes with beautiful bedding and home essentials from **Madcap Cottage, Anna Griffin, Hutton Wilkinson and Jeffrey Banks**, whose classic bedding set features inspirational details pulled from the movie as part of its design.

For more information and to shop the collection beginning May 16, please visit www.hsn.com and join the conversation @HSN on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#), using the #ThroughTheLookingGlass hashtag.

About Alice Through The Looking Glass:

In Disney’s “Alice Through the Looking Glass,” an all-new spectacular adventure featuring the unforgettable characters from Lewis Carroll’s beloved stories, Alice returns to the whimsical world of Underland to save her friend the Mad Hatter. Directed by James Bobin, who brings a unique vision to the spectacular world Tim Burton created on screen in “Alice in Wonderland,” the film is written by Linda Woolverton based on characters created by Lewis Carroll and produced by Joe Roth, Suzanne Todd and Jennifer Todd and Tim Burton with John G. Scotti serving as executive producer. “Alice Through the Looking Glass” reunites the all-star cast from the worldwide blockbuster phenomenon, including: Johnny Depp, Anne Hathaway, Mia Wasikowska, Matt Lucas and Helena Bonham Carter along with the voices of Alan Rickman, Stephen Fry, Michael Sheen and Timothy Spall. We are also introduced to several new characters: Zanik Hightopp (Rhys Ifans), the Mad Hatter’s father and Time himself (Sacha Baron Cohen), a peculiar creature who is part human, part clock.

Alice Kingsleigh (Wasikowska) has spent the past three years sailing the high seas. Upon her return to London, she comes across a magical looking glass and returns to the fantastical realm of Underland. Reuniting with her friends the White Rabbit, Absolem, the White Queen and the Cheshire Cat, Alice must save the Hatter and Underland itself, before time runs out.

Presented in Digital 3D™, Real D 3D and IMAX® 3D, Disney's "Alice Through the Looking Glass" opens in U.S. theaters on May 27, 2016.

About HSN:

HSN is a leading entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US 24/7 and its website - hsn.com features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 38 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit www.HSN.com, or follow @HSN on Facebook and Twitter.

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