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NASCAR Superstar Danica Patrick Kicks Athleisure Into High Gear With New Warrior by Danica Patrick for HSN

NASCAR Superstar Danica Patrick Will Lead the Pack With Edgy, New Athleisure Collection That Reflects Her Strong, Confident Approach to Life

ST. PETERSBURG, Fla., Jan. 04, 2017 (GLOBE NEWSWIRE) -- Entertainment and lifestyle retailer [HSN](#) is gearing up to launch *Warrior by Danica Patrick*, a functional, yet highly fashionable and edgy athleisure line created by the professional race car driver, model and advertising spokeswoman, on January 4th.

While she's used to a fast-paced lifestyle on the track, Danica enjoys a fashionable and fit way of life, off the track. Her first-ever apparel collection, created in partnership with HSN and G-III Apparel Group, reflects her strong, confident, and health-conscious approach to her daily life. What could be considered the foundation of every woman's closet, the line consists of leggings, hoody jackets, easy tees, sports bras and more, that allow women to show off their cool sense of style without compromising on fashion or comfort.

"I've been interested in fashion and clothes since I was a little girl," said Patrick. "And for the last 10 years I've dreamed about having my own clothing line, but I was waiting for the perfect situation with the perfect partner. When HSN and G-III came along, I knew it was the right time. It's been exciting seeing the Warrior line come together. We've created what I believe is really the perfect athleisure collection that transitions through your day, no matter what you're doing."

A hybrid of athleisure and true performance wear, Danica's goal was to create a line of chic sportswear. To achieve this goal, G-III signed an exclusive license with Danica to design and produce the Warrior by Danica Patrick line. The active, on-the-go styles focus on detail and shape, ensuring that every piece not only looks and feels great, but maximizes function.

"Danica is a visionary who is constantly pushing boundaries and doing the unexpected. Working with her to create Warrior by Danica Patrick for HSN showed us just how committed she is to breaking the mold," noted Vanessa Dusold, SVP, Apparel & Accessories, HSN. "Danica's dedication transcends racing to fashion and style, and we were so thrilled to tap her creative mind to create this dynamic collection of athleisure wear."

Danica will appear on HSN throughout the day today and her collection is available via digital at [HSN.com](#). For more information, visit [www.HSN.com](#) (keywords: Danica Patrick) or

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About HSN:

HSN is a leading interactive 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 in HD 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 37 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit HSN.com, or follow @HSN on Facebook and Twitter.

About G-III Apparel Group, Ltd.

G-III (Nasdaq:GIII) is a leading manufacturer and distributor of apparel and accessories under licensed brands, owned brands and private label brands. G-III's owned brands include Donna Karan, DKNY, Vilebrequin, Andrew Marc, Marc New York, Bass, G.H. Bass, Weejuns, G-III Sports by Carl Banks, Eliza J, Black Rivet and Jessica Howard. G-III has fashion licenses under the Calvin Klein, Tommy Hilfiger, Karl Lagerfeld, Kenneth Cole, Cole Haan, Guess?, Jones New York, Jessica Simpson, Vince Camuto, Ivanka Trump, Ellen Tracy, Kensie, Levi's and Dockers brands. Through our team sports business, G-III has licenses with the National Football League, National Basketball Association, Major League Baseball, National Hockey League, Hands High, Touch by Alyssa Milano and more than 100 U.S. colleges and universities. G-III also operates retail stores under the Donna Karan, Wilsons Leather, Bass, G.H. Bass & Co., Vilebrequin and Calvin Klein Performance names.

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Source: HSN, Inc.