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## **HSN Partners With World-Renowned Photographer Anne Geddes for Exclusive Launch of New Jewelry Line**

**Anne Geddes to Create a Line Inspired by her Iconic Images that Embodies the Innocence, Transformation and Creation of New Life and the Individual Spark within Every Child**

ST. PETERSBURG, Fla., Oct. 16, 2017 (GLOBE NEWSWIRE) -- Innovative entertainment and lifestyle retailer [HSN](#) is thrilled to announce the exclusive launch of *Anne Geddes Protect Nurture Love* with Anne Geddes making her official premiere on HSN on October 17th.

A champion of women around the world, Anne has partnered with HSN to create a jewelry collection inspired by her iconic photography and artistic designs, reflecting her deeply held belief that all children must be protected, nurtured and loved. Perfect for any woman celebrating the spirit and purity of new life and the intimacy of the mother/child bond.

"Throughout my career, I have strived to capture the beauty, purity and vulnerability of children," said Geddes. "I have always wanted to translate my inspiration and message into wearable art, and I knew that this partnership with HSN was the perfect opportunity to do so. We've created a stunning collection that is both beautiful and meaningful, and I'm excited to share these pieces with those who share this appreciation of motherhood," she added.

Every piece in the jewelry collection includes a freshwater cultured pearl with a bezel-set diamond. Pearls are the only gemstones in the world with a natural gestation period, representing innocence, transformation and the creation of new life. The bezel-set diamond in the pearl represents the individual spark within each new life. The 18-piece collection will range in price from \$89.95 for a beautiful, sterling silver Genesis pendant with two pearls to \$399.95 for a limited-edition, sterling silver and 14k gold floral pendant, which includes an autographed copy of Anne's latest coffee table book entitled "*Small World*".

"HSN is honored to be partnering with such an iconic artist to inspire a unique and meaningful jewelry line," said HSN's Chief Merchandising Officer, Carmen Bauza. "Anne is an amazing artist and advocate for children, and we are thrilled to be offering her beautiful and thoughtful designs to women everywhere."

HSN and Anne have partnered with SHR Jewelry Group -- a creative full service jewelry company with expertise in brand building, product development and licensing -- to bring this unparalleled jewelry collection to life.

Anne will appear on HSN on October 17<sup>th</sup> and her collection will be available across all of HSN's platforms, including HSN.com and the HSN mobile app.

**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 90 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 SHR JEWELRY GROUP, LLC**

SHR Jewelry Group is a full-service jewelry company with expertise in brand building, product development and licensing which collaborated with Anne Geddes on the design and creation of her eponymous jewelry collection. SHR blends its unique style of creativity and process to craft market-ready jewelry and watch programs in the birth-of-child gift, men's, bridal and fashion jewelry categories. With deep capabilities in design, manufacturing, merchandising, marketing and distribution, SHR is a preferred partner of top retailers, brand owners and celebrities and is listed in the *Top 150 Licensees* by *License Global* magazine.

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