

January 18, 2018



## **Bohemian Luxury Designer, Shelly Brown, to Launch Exclusive New Jewelry Line for HSN**

### **A Pendant with a Purpose in Support of Non-Profit Passion Project, “Camp Southern Ground”**

ST. PETERSBURG, Fla., Jan. 18, 2018 (GLOBE NEWSWIRE) -- Entertainment and lifestyle retailer HSN has teamed up with Shelly Brown, to showcase her namesake collection in January. The line features versatile, luxurious pieces, including an exclusive charity necklace.

Born and raised in Georgia, Shelly has always had a unique Southern style, with a niche for design. From an early age she has capitalized on her creative talents, crafting her own childhood jewelry, along with designing and hand-sewing prom and wedding dresses for friends. What began as an art history degree, Shelly soon found herself following her true passion and graduated Bauder College with a degree in design. Upon receiving her degree, Shelly’s love for jewelry resurfaced and she began working as an apprentice under a master jeweler.

Spending years on the road with a pilot as a father and a touring musician as a husband, travel has always been a main source of inspiration for Shelly. In the fall of 2015 Shelly combined her passion of travel with jewelry and launched her namesake American-made lifestyle brand.

Shelly is known for her use of beautiful Swarovski crystals, leather and metals and has built a reputation for her commitment to heirloom-quality. All her pieces are expertly hand-crafted in the United States and designed with a busy on-the-go life mentality, allowing a seamless transition from day to night, work to play.

Shelly will debut live on HSN on Friday, January 19<sup>th</sup>, during the Fashion Jewelry Studio, 7pm EST. Her collection ranges from \$35.00 for the Shelly Brown ‘Camp Southern Ground’ Necklace to \$235.00 for the Shelly Brown ‘Triplet’ Pear Crystal Station Necklace.

In partnership with her husband, multi-platinum GRAMMY award-winning artist Zac Brown, Shelly founded *Camp Southern Ground*, a non-profit children’s camp for children with certain neuro-developmental disorders and those with family members serving in the military. Profits from the ‘Camp Southern Ground’ Necklace will benefit *Camp Southern Ground* by supporting their mission “to provide extraordinary experiences for children to recognize and magnify the unique gifts within themselves and others to profoundly impact the world.”

"I'm constantly inspired to design from my own experiences. The goal of *Camp Southern Ground* is to be able to give extraordinary experiences back to others," stated Shelly Brown.

For more information, visit [www.HSN.com](http://www.HSN.com) (keywords: Shelly Brown) or join the conversation @HSN on Facebook and Twitter.

**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 reach approximately 90 million households (with live programming 364 days per year) and its website — HSN.com features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, Inc., founded 40 years ago as the first shopping network, is a wholly owned subsidiary of Liberty Interactive Corporation and is attributed to the QVC Group tracking stock (NASDAQ:QVCA) (NASDAQ:QVCB). For more information, please visit [[Corporate.hsn.com](http://Corporate.hsn.com)], or follow @HSN on Facebook and Twitter

**Media Contact:**

HSN

Jen Moch

727-872-7947

[Jennifer.Moch@hsn.net](mailto:Jennifer.Moch@hsn.net)



Source: HSN, Inc.