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HSN to Premiere Melissa McCarthy's First Fashion Collection "Melissa McCarthy Seven7" on August 13

McCarthy to Make Her HSN Debut as Part of The Fashion Edit, HSN's Fall Fashion Series

HSN is the Exclusive National Retailer Carrying Missy Sizes

ST. PETERSBURG, Fla., Aug. 5, 2015 (GLOBE NEWSWIRE) -- Innovative live content retailer HSN announced today that Melissa McCarthy will debut her first-ever fashion line "Melissa McCarthy Seven7" during a special live appearance on August 13th from 1-3pm and 9-11pm, during HSN's popular fashion program, 'The List with Colleen Lopez'. The collection is available for purchase today during a special sneak preview on HSN.com. As part of the retailer's democratic sizing initiative, HSN will carry both plus and missy sizes of the line and will be the only national retailer carrying missy sizes, aside from McCarthy's own website that launches in late August.

Melissa's first fashion line combines her enthusiasm for fashion with her understanding of fit and style at every size, to create a comprehensive collection that balances style with thoughtful fit features. Melissa, who went to school for design before getting into acting, is fulfilling her dream with the launch of Seven7.

The line, which was carefully supervised by Melissa, from the original sketches to the design of each print, consists of 26 styles in the August Collection. With an assortment of denim, sweaters, tees, woven blouses and ponte bottoms, the line is brought together with vibrant colors, unique prints and modern silhouettes. All denim in the collection features special technology that provides four key fit features: a slimming panel; back lifting darts; forward seam details; and a contoured waistband.

"HSN is thrilled to be the launch partner for Melissa's debut into the world of fashion," said Bill Brand, President of HSN. "When we first met Melissa, we were immediately impressed with her passion for design and the clear point of view she had for her line. She will create a unique and engaging shopping experience that our customers are going to love."

Melissa airs live across all of HSN's platforms – TV, online and mobile –on Thursday, August 13th and returns in October with a new assortment. For show dates and times or to learn more about the Melissa McCarthy collection at HSN, visit hsn.com and join the conversation @HSN on Facebook, Twitter, Instagram and Pinterest.

About HSN:

HSN is a leading interactive direct-to-consumer live content 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 38 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.

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