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Renowned Artist and Style Icon Cyndi Lauper Brings a Touch of Cyn™ to All Women Through an Exclusive Collaboration With HSN

Lauper Will Appear Live on HSN on October 26th to Introduce Fashion, Jewelry & Footwear From Her First-Ever Collection

ST. PETERSBURG, Fla., Oct. 04, 2017 (GLOBE NEWSWIRE) -- Leading entertainment and lifestyle retailer, [HSN](#), an operating segment of HSN, Inc. (NYSE:HSNI), announced today, the launch of *Touch of Cyn™*, designed by International Style Icon Cyndi Lauper. Lauper, a Grammy, Emmy and Tony Award-winning artist, with global sales in excess of 50 million records, will debut her vintage designs, inspired by her own wardrobe and her deep knowledge of fashion history, on Thursday, October 26th.



According to Lauper, "All women should feel fabulous! They should never feel invisible. I have designed a collection of Clothing, Shoes and Jewelry that is elegant, fun and a little

rock and roll. You will never be forgotten when wearing Touch of Cyn.”

“As one of the world’s most celebrated artists and fashion influencers, we’re elated to have Cyndi indulge our customers with a collection that is deeply rooted in her illustrious style and vast knowledge of fashion,” stated Carmen Bauza, Chief Merchandising Officer, HSN. “Cyndi’s passion for fashion and attention to small details are evident in this one-of-a-kind collection.”

The edgy, yet sophisticated collection features vintage inspired apparel, artistic jewelry, alongside modern and comfortable footwear. The apparel component is available in a classic color palette including red, white, black, ivory and leopard, and ranges in price from \$39.90 for a Graphic Tee, to \$249.90 for a Velvet Coat with Oversized Collar. The jewelry, available in both goldtone and silvertone, range in price from \$39.95 for Link Drop Earrings, to \$79.95 for a Long Two Tone Chain Necklace. Rounding out the collection, are two classic footwear silhouettes—a Lace Up Bootie (\$129.90) and a Mule (\$79.90), and both styles are offered in various colors and patterns.

Laufer will be live on HSN on Thursday, October 26th during the network’s weekly fashion programming, The List with Colleen Lopez, from 9-11pm ET.

For more information and to shop the collection starting on October 18, please visit www.hsn.com and join the conversation @HSN on Facebook, Twitter, Instagram and Pinterest.

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 over 90 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 40 years ago as the first electronic retailer, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit www.HSN.com, or follow @HSN on Facebook and Twitter.

Media Contact:
BrandLink Communications
Lorig Stepanian
212.338.0070
Lorig@brandlinkcommunications.com

Source: HSN, Inc.