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## American Designer Sigrid Olsen Announces Women’s Fashion Partnership with HSN

*Sarasota, FL, January 15, 2015* -- Sigrid Olsen opens a significant new chapter in her career this spring. *SIGRID OLSEN Studio*, a new seasonal fashion collection for women, premieres in partnership with leading entertainment and lifestyle retailer, HSN and will launch in April.

Sigrid will enhance her multi-faceted creative talents, adding national broadcast persona to the roster, and promote her inspired, artisan chic designs on-air with HSN across its various platforms, including TV, online and mobile. HSN reaches 96 million households in the U.S. and offers its customers a curated assortment of exclusive products and top brand names 24 hours a day, seven days a week.

The collaboration reflects Sigrid’s evolution as a designer and creative well-being advocate and in her estimation, “HSN is the perfect partner to debut my newest fashion collection and attract women worldwide,” remarks Sigrid, “This partnership will reestablish closer connection to my loyal fashion fans while expanding my base of female customers – especially those seeking a fresh vision of ageless style.”

*SIGRID OLSEN Studio* also affords the iconic American designer the ability to attract added licensing prospects and grow her folio of beautiful, mindful designs more synergistically across many categories. Working from her Siesta Key studio in Florida,

Sigrid will continue to focus on generating signature hand-crafted prints, crafting her nuanced color palettes, and designing three HSN collections this year inspired by reverence for nature, beauty, color, comfort, simplicity and joy. Each collection may include unique array of sweaters, shawls, tunics, tees, jackets, pants, dresses or hand-embroidered shirts, created in comfortable to lush fabrics from cotton lawn to linen.

“I’m excited about our collection concept and I believe that wearing these clothes encourages a personal sense of vibrancy and creative well-being for women everywhere,” Sigrid beams.

Vested in building success for her new HSN fashion collection, Sigrid is also excited to continue directing her **SIGRIDOLSEN: New Designs for Living™** business team (Kristin Joyce, CMO and Annie Bernstein, CFO), to further develop her product mix and expand with home design and décor, women’s accessories, papery, personal care, publishing, and her on-going women’s art and yoga retreats.

For additional information or to contact her team, visit: [www.sigridolsenart.com](http://www.sigridolsenart.com).

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