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## SHIRLEY OF HOLLYWOOD UNVEILS NEW 3-IN-1 DRESS UPS A TRIPLE THREAT READY-TO-DARE INNOVATION

### Dress Up, Dress Down or Hit The Town With the Latest in Costume Couture

**Visit Booth #130 During The International Lingerie Show at The Rio Hotel in Las Vegas, April 20-22 To See New Shirley Dress Ups & Costumes; #125-224 for H.O.T.; #128 for 100% Babe; and #129-230 for Intimate Attitudes**

**HOLLYWOOD, April. 13, 2009** – [Shirley of Hollywood](http://www.shirleyofhollywood.com), one of the world's premiere lingerie brands, is proud to unveil the latest in costume couture – *Shirley Dress Ups* -- three hot looks in one hip package containing everything a woman needs to make a fun fashion statement, whether she's going out on the town or staying home for a romantic night in.

"Dress up and fantasy wear isn't just for Halloween anymore, and our new Shirley Dress Ups let ladies match their outfit to their mood, with stylish garments and themed accessories that triple as a clever costume, intimate apparel, party or club wear," said Dana Schlobohm-Walczuk, Shirley of Hollywood Director of Design. "Shirley Dress Ups are not just ready-to-wear, they're ready-to-dare -- our go-anywhere tops pair beautifully with your favorite skirt or pants for a touch of glamour, or swap out tights or shorts for a little edge, and best of all, there's no need to color-match or search for accessories – it's all in the box."



"We're always looking for new ways to stay at the forefront of fashion while providing our customers with the quality and value they've come to expect from Shirley," said President Roy Schlobohm. "My congratulations go out to our design team for developing this innovative new product category -- multi-wear costumes --- with the debut of new Shirley 3-in-1 Dress Ups."

"We developed 14 styles of Shirley Dress Ups so they can be stocked for Halloween, yet sold throughout the year, and are providing stores with stylish fashion posters that bring the 3-in-1 concept to life, helping to make shopping easier for consumers who get more looks for less" said Eric Schlobohm, International Director of Sales and Marketing.

Shirley Dress Ups are the latest addition to Shirley of Hollywood's 2009 product line-up, which also includes an all new Costume collection, an expanded H.O.T. line of Shirley's hot-selling packaged lingerie and hosiery, and the always in demand Intimate Attitudes catalog of plus-size fashions for style-conscious women.

Brooke Stuart of Temecula, CA sponsored by Babydollz Lingerie, makes her debut in the new Intimate Attitudes book as the plus-size winner of Shirley's first-ever *Sexy Model Search* conducted in 2008 as part of the company's 60<sup>th</sup> anniversary.



"Shirley knows that sexy comes in all shapes and sizes, and I am so proud to help spread the message that curves are beautiful," said Stuart (pictured at left). "I love that Shirley fits every garment to a real model to ensure that the latest trends fit—and flatter—a womanly silhouette. I've never felt more comfortable, sexy or shapely than when I'm wearing my Shirley!"

Other *Sexy Model Search* finalists making their Shirley debut include Lauren Champion of Concord, NC sponsored by Adam and Eve (far right) and Brittany Daily of Torrance, CA, sponsored by Déjà vu Love Boutique (near right) who both look "H.O.T." in Shirley's hot-off-the-press packaged lingerie and hosiery catalog. For more information, contact Shirley today to request new *Shirley Dress Ups*, *Costumes*, *H.O.T.* or *Intimate Attitudes* catalogs at 1-800-421-9359 or [sales@shirleyofhollywood.com](mailto:sales@shirleyofhollywood.com).



### About Shirley of Hollywood

Shirley of Hollywood is the leader in glamorous lingerie having helped establish the category 61 years ago. In today's hands-off world of mega-mergers and outsourcing, Shirley is proud to be a family-owned and operated business, intimately involved in every step of product delivery – from design and manufacturing to sales and distribution. Since 1948, three generations of the Schlobohm family have run every step of this family business, from design and manufacturing to sales and distribution. Shirley has designed and produced major private labels for top lingerie retailers for six decades, provides fan merchandise for Playboy and has manufactured private labels for major retail chains.

"At Shirley, every product is a labor of love, and we know our customers and their shoppers appreciate the quality and value we deliver in each and every garment – especially during these tough economic times," adds President Roy Schlobohm. "Lingerie is an affordable luxury – one that we deliver at a fair price, to help women and men share experiences that are priceless. We handpick our own fine fabrics and design every garment to meet our high-end specifications, just like my Dad, Herman Schlobohm did back in 1948 when he founded Shirley of Hollywood. We treat every customer as a cherished member of the Shirley family and like to keep business as personal as the lingerie we sell."

Shirley delivers exceptional and affordable lingerie to more than 3,000 stores in the U.S. plus the UK, Australia, Vietnam, Europe and beyond providing more options than anybody else—more styles, more colors and more than 200 varieties of laces and trims for that perfect finishing touch. The Shirley of Hollywood family of brands also includes: **Intimate Attitudes**, established in 1987 offering gorgeous lingerie styles that flatter full-figures in sizes 1x-6x; the **Gyz** line of distinctive men's wear launched in 2003; **H.O.T.** Packaged Lingerie and Stockings, which debuted in 2004 offering affordable priced, daring looks; **100% Babe** for the fashion forward and flirty young woman; **Costumes**, our expanded line in all sizes for any time of year; new **Shirley Dress Ups** multi-wear costumes; and the all new **Marilyn Monroe by Shirley** collection.

### The Shirley of Hollywood Distinctive Difference

Back in the 1800s, looking like an hourglass meant not breathing. Fortunately, Shirley of Hollywood has reinvented today's corset with styles that are comfortable as well as supportive and flattering. Shirley of Hollywood's famed catalogs have featured some of the hottest modeling talents in the world, from *Dancing With The Stars* winner Brooke Burke and Victoria Silverstedt (Past Playmate of the Year) to Leanne Tweeden of FOX and Tyran Richard (March '07 Playboy Centerfold). Shirley of Hollywood lingerie has been featured in leading magazines, from FHM to Maxim and Playboy, and on hit national TV shows including *So You Think You Can Dance*, *America's Got Talent*, *Entourage* on HBO, *America's Next Top Model*; *The Pussycat Dolls: Search For The Next Doll* on the CW; *Rock Star: Supernova* on CBS and *KTLA Morning News*.