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**SHIRLEY OF HOLLYWOOD IS PROUD TO PREMIERE
 MARILYN MONROE BY SHIRLEY -- A ONE-OF-A-KIND COUTURE COLLECTION
 HONORING HOLLYWOOD'S MOST ENDURING STYLE ICON**

**Visit Booths #129-230 During The International Lingerie Show at The Rio Hotel in Las Vegas, April 20-22
 To See The Debut of This Retro Tribute to The "Glammet" Goddess of Them All**

HOLLYWOOD, April. 20, 2009 – [Shirley of Hollywood](http://www.shirleyofhollywood.com), one of the world's premiere lingerie brands, is proud to premiere *Marilyn Monroe by Shirley* -- a nouveau retro look at the feminine styles and playful spirit that defined an unforgettable screen legend. This one-of-a-kind debut collection combines retro cool pop art with the sepia-toned glamour of old Hollywood in vintage-inspired couture recast for today's trendsetters.

"The image of Marilyn endures as a symbol of sexiness and style that is recognized around the world," said Roy Schlobohm, President of Shirley of Hollywood. "We are thrilled to debut this first *Marilyn Monroe by Shirley* collection, and are already working on a sequel with all new looks for the holidays. Marilyn made an unbelievable impact on me as a young man in the 1950's – she was just so gorgeous as the very first Playboy centerfold – and she continues to be an inspiration today."

Every ensemble in the debut *Marilyn Monroe by Shirley* collection is pinup pretty, from swingy little swimsuit-style skirts to halter necklines, ruffled bra tops and sexy dressing coats.

"I drew so much inspiration from Marilyn herself and the glamorous styling of the 50's with its feminine sundresses, pleats, ruffles and carefree California aesthetic – what woman doesn't want to feel like a Hollywood movie star?" said Susan Turpin, Shirley of Hollywood Designer for this very special collection. "I imagined Marilyn on the set of one of her movies as they do her hair and make-up, slipping into a sexy yet demure dressing coat, which inspired our Charmeuse Marilyn Monroe Postage Stamp Robe (pictured at left below).

Each of the seven styles in this debut collection brings back the glamorous era of Marilyn, from the Flocked Dot and Mesh Two Piece Set inspired by 50's swim suits with halter ribbon straps, a non-structured cup with ruffles on top, classic vintage ruching at back and lace overlay panty with romantic ribbon bows (pictured at center below); to the Charmeuse Marilyn Monroe All Over Chemise with contrasting lace at top, stripe ruffle hem and lace up side (pictured at bottom right).



Shirley of Hollywood obtained images of Marilyn Monroe featured in this new collection by famed photographer Milton Greene from Legends Licensing.

"I had the privilege of having been babysat by Marilyn in my younger years," said Legends Licensing Creative Director, Joshua Greene, Milton's son. "It's fabulous to see Milton's Marilyn images enduring today in this gorgeous new lingerie collection which shows that her name and face is still synonymous with beauty, sensuality and style."



Shirley knows sexy comes in all shapes and sizes, and is offering signature *Marilyn Monroe by Shirley* styles in plus sizes, including the Charmeuse Marilyn Monroe Postage Stamp Chemise with dot mesh ruffle across top, flattering channeling and contrasting godets, adorned with a beaded brooch on front (pictured at right).

"We believe *Marilyn Monroe by Shirley* will have huge international appeal, and we've developed sales support materials that are as special as this one-of-a-kind collection," said Eric Schlobohm, Shirley of Hollywood International Director of Sales and Marketing. "In true Hollywood fashion, we've given each ensemble its own publicity shot – a unique pinup poster designed to create a sensation in store windows or near the cash register to drive impulse sales."

For more information, contact Shirley today to request a *Marilyn Monroe by Shirley* catalog at 1-800-421-9359 or sales@shirleyofhollywood.com.

About Shirley of Hollywood

Shirley of Hollywood knows vintage Hollywood because that's who we are -- the leader of glamorous lingerie having helped establish the category 60 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 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; **HOT** 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*.