



**FOR IMMEDIATE RELEASE**

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**SHIRLEY OF HOLLYWOOD INTRODUCES THE HOLLYWOOD CORSET,  
A CORSET-BRA COMBO THAT GIVES EVERY WOMAN MOVIE STAR CURVES**

HOLLYWOOD, CA March 29, 2012 – Shirley of Hollywood ([www.shirleyofhollywood.com](http://www.shirleyofhollywood.com)), one of the world's leading lingerie brands, premiered the company's new Hollywood Corset at the International Lingerie Show, held at the Rio Hotel in Las Vegas March 26-28.

An innovative corset-bra combo, the Hollywood Corset is designed to give any woman movie star curves. Packaged as a set, it pairs a stylish corset with a padded push-up bra that fits snugly underneath to boost a woman's bust line two full cup sizes. "The difference is incredible," said Roy Schlobohm, President of Shirley of Hollywood. "A woman can go from an A cup to a C cup instantly, doubling her cleavage and looking absolutely gorgeous doing it."



The detachable black bra snaps to the front of its companion corset for a flawless fit, with soft, heavy padding that gives maximum cleavage and maximum sex appeal. Made of sensually silky fabrics with a touch of Spandex, the corset has enough stretch to be comfortable and enough control to smooth bulges and create instant hourglass curves.

It's a concept that's versatile as well as stylish, according to Dana Walczuk, Shirley's Director of Design and Marketing. "The corset, bra and matching G-string make a sexy intimate ensemble, or add pants or a skirt from your own wardrobe and you have the perfect outfit for a glamorous evening out. The bra also comes with cute little snap-on bows that allow it to be worn under any Shirley corset or bustier or with a woman's own tops."

The Hollywood Corset is available in five timeless designs—Hollywood Black Tie, Melrose Lace, Hollywood and Vines, Club RED and Wild, Wild Hollywood—each blending Hollywood's high-end hip styling with the fine fabrics and quality craftsmanship that have made Shirley an internationally renowned lingerie label.

Shirley is promoting the Hollywood Corset line with its own catalog, an online gallery on the Shirley website and Shirley Facebook page, a free in-store poster for retailers (shipped with the next order), print ads and online marketing to support the product launch. After the sneak preview at the Las Vegas Lingerie Show, the Hollywood Corset™ will start shipping this spring.

For more information about Shirley of Hollywood or to request a Hollywood Corset catalog, please email [sales@shirleyofhollywood.com](mailto:sales@shirleyofhollywood.com) or call Shirley of Hollywood Sales at 1-800-421-9359.

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**About Shirley of Hollywood**

Established in 1948 in Los Angeles, California, Shirley of Hollywood is one of the world's leading lingerie brands. Privately held and family owned, Shirley designs, manufactures and sells stylish, high-end intimate apparel to the retail trade. Each year, Shirley offers more than 600 styles of luxuriously sensual lingerie in nearly 6,000 varieties of size and color. Shirley products are available online and in more than 3,500 retail outlets throughout the U.S. and abroad.