



Contact: Eric Schlobohm  
Shirley of Hollywood  
(323) 261-0265  
eric@shirleyofhollywood.com

**FOR IMMEDIATE RELEASE:**

## **SHIRLEY OF HOLLYWOOD SIGNS NEW EUROPEAN DISTRIBUTOR**

Los, Angeles, CA January 12, 2015 – Shirley of Hollywood ([www.shirleyofhollywood.com](http://www.shirleyofhollywood.com)), one of the world's leading lingerie brands, announces that a distribution deal has been inked with Alterego ([www.alterego-lingerie.com](http://www.alterego-lingerie.com)). Based in the northeast of England, Alterego will be Shirley of Hollywood's exclusive distributor for the UK and Ireland.

Alterego was founded in 2007 by Diane Gordon-Freeman. She and her experienced team are renowned for



- top level Customer Service
- 24-hour Shipping
- timely Dropshipping
- state-of-the-art Online Capabilities

Shirley of Hollywood anticipates that Alterego will bring fresh excitement and professionalism to the merchandising of its collections in the UK and Ireland, and feels that the Shirley of Hollywood collections will be a great compliment to the European brands Alterego currently represents.

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

#####

### **About Shirley of Hollywood**

Established in 1948, Shirley of Hollywood is one of the world's leading lingerie brands. Privately-held and family-owned, Shirley designs, manufactures and sells high-end intimate apparel to the retail trade. Shirley's diverse product line features more than 600 styles of luxurious lingerie in nearly 6,000 varieties of size and color, available online and in more than 3,500 retail outlets throughout the U.S. and abroad.