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## SHIRLEY OF HOLLYWOOD UNVEILS DIVINE FOR 2009 FASHION-FORWARD LINGERIE COLLECTION

Featuring The World Debut of Winning Models From Shirley's "60 Years Of Sexy" Model Search

**Divine for 2009 Collection Spotlights Corsets Galore, All New Sequin & Beaded Fringe and Satin & Chain Intimate Apparel Pieces, Plus More Ready-to-Wear Lingerie as Outerwear Than Ever Before!**

**HOLLYWOOD, Feb. 9, 2009** – [Shirley of Hollywood](http://www.shirleyofhollywood.com), the international leader in affordable and luxurious lingerie, follows up its year-long 60<sup>th</sup> Diamond Anniversary celebration in 2008 with a bold new 2009 Big Book collection featuring 176 pages filled with all-new looks in the latest styles plus the top-selling sexy stand outs customers expect from Shirley. Shirley's new ready-to-wear collection pairs high-style bustiers, corsets and tops with matching garters, thongs, bikinis or skirtinis for an intimate night in, or add skirts, pants, jeans or tights for an exciting night out on the town.

"We've built on the momentum of our year-long 60 Years of Sexy celebration in 2008 to put together the most daring, dramatic and divine Shirley collection ever for 2009," said Roy Schlobohm, President of Shirley of Hollywood. "This year, it's a special thrill to have the winners of Shirley's Sexy Model Search join the ranks of other beautiful models who have appeared in the pages of our famed catalogs. We're proud to have them join the Shirley family."

The winner of Shirley's first-ever Sexy Model Search -- Brandi Reed of Miami, FL, sponsored by Play Things (pictured at left and right below) -- makes her Shirley modelling debut in the new 2009 Big Book, looking pretty in Shirley's sexy, sweet pink **Stretch Dot Lace Chemise** on the back cover and glowing in Shirley's Bridal Collection. Sexy Model Search runner up Ashley Lowe of Ft. Lauderdale, FL (pictured at center below) sponsored by Naughty But Nice, is featured on the front cover in Shirley's hot new **Heavy Satin and Lace Corset**. Both models are featured throughout the new collection.



More than 500 beautiful aspiring models from across the U.S. entered Shirley's Sexy Model Search with the hopes of winning a Shirley modeling contract, including a glamorous Hollywood photo shoot for Shirley's 2009 collection, styling in Shirley's lavish lingerie collection, professional photos for their portfolio taken by top fashion photographer and an appearance in Shirley's famed catalogs - distributed worldwide. The top 20 finalists attended a glamorous weekend celebration featuring **Shirley's Sexy Model Search Finale Fashion Show** at Sheraton Cable Beach Resort and Crystal Palace Casino Ballroom, Nassau, The Bahamas last Sept., with a private pre-event dinner graciously hosted the evening before at [Nygard Cay](#) – the world's most expensive resort – by billionaire fashion designer, Mr. Peter Nygard.

"For 2009, Shirley of Hollywood is giving women more of what they want – the latest looks that will keep them on top of the hottest new trends," said Dana Walczuk, Shirley of Hollywood Director of Design. "We're showing off corsets, corsets and more corsets, plus all new ready to wear items – including more skirts, pants, sexy blouses and dresses than ever before, along with all the Shirley lingerie women – and men – love."

Just some of the standouts from this divine for 2009 Shirley line include:



A super **hot Knit trio** with built in slightly padded bra, beaded halter straps, shirred bust and side lace panels in black, hot pink print or natural print, available in three sexy styles – a **Long Knit Gown** that ties in back for greater fit, a **Knit Chemise** with gathered front, and a **Knit Top** that pairs beautifully with jeans ([pictured top left](#)), pants or a skirt (available with matching **Knit Thong** or **Knit Boy Short**); a **Stretch Satin Corset** with sash style bow in front, separating hook front metal busk and lace up ribbon back ([pictured top right with Vera Sateen Skirt with Ruffles](#)); a **Heavy Satin Strapless Corset and G-string** with exposed spiral boning, corded lace-up front and back with metal hook busk and elasticized strappy front ([pictured bottom left with Multi Fiber Chiffon Long Sleeve Blouse and Knit Shirred Skinny Pants](#)); and a hot new "sparkle, shine and shake it" **Lined Sequin and Beaded Fringe group**, consisting of a **Dance With Your Star Chemise**, a **Two-Piece** triangle top with halter tie neck, tie back and thong panty with hook side closures and a **Glitzzy Teddy in Stretch Mesh** ([pictured bottom right](#)).



Order your Shirley 2009 Big Book today to see other all new looks, including: a **Knit Shirred Off The Shoulder Mini Black Dress** with ties at shoulder, elasticized cuffs and hem; a **Skullduggery Corset** with slimming boning, metal zipper front and lace up ribbon back for girls who want to get their goth on; Shirley's **Chiffon Ruffled Blouse** with elasticized sleeves, contrast thread and pearl buttons in black or ivory, which looks fabulous with a **Black Lace Waist Cincher**; and last, but certainly not least, an edgy and unique **Satin & Chain "make it metallic" group**, including a **Two-Piece Set** with softly padded under wire bra with adjustable chain shoulder straps, hook and eye closure on back and a strappy G-string, a **Satin Pleated Mini Skirt** with chain accents along the waistband, keyhole front and removable chain garters and a **Satin & Chain Chemise**.



“More than 90 percent of our corsets cross over from the bedroom to the boardroom or nightclub, for both intimate lingerie or ready-to-wear stores, and we’re offering the best in merchandising with all new photos that show off the diversity of our divine 2009 collection,” said Eric Schlobohm, Shirley of Hollywood International Director of Sales and Marketing. “We’re receiving rave reviews from our buyers, and plan to show our new ready to wear line at the International Magic Marketplace show this August in Las Vegas to further expand the Shirley brand.”

For more information, contact Shirley today to request a 2009 Big Book at 1-800-421-9359 or [sales@shirleyofhollywood.com](mailto:sales@shirleyofhollywood.com).

“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,” continued 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, because that’s what we are—a family. We keep business as personal as the lingerie we sell.”

*NEXT UP: Shirley's hauntingly successful Halloween and costume collection with all new fantasy wear for Oct. 31, 2009 or any time. Stay tuned to Shirley of Hollywood for the most sensuous looks for every woman.*



**PHOTO CAPTION:** [Beverly Hills Model and Talent](#) Co-Founders **Jessica Hall** (far left) in Shirley’s Sexy Satin Bustier next to **Cristal Camden** in Shirley’s Stretch Knit and “Eyelash” Lace Trim Bustier at their Jan. 29 launch party in Hollywood attended by Hugh Hefner and the Shannon Twins

#### About Shirley of Hollywood

Shirley of Hollywood is the leader of sensuous 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.

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 **Risque** collection, introduced in 1994, offering a full range of racy lingerie & high-fashion playwear styles affordably priced in missy & plus sizes; the **Gyz** line of distinctive men's wear launched in 2003; **HOT** Packaged Lingerie/Stockings, which debuted in 2004; **Halloween**, our expanded line of hauntingly successful costumes in all sizes; and the all-new **100% Babe** collection for the fashion forward and flirty young woman in mind.

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* and *Rock Star: Supernova* on CBS.