

Shirley
of Hollywood

Intimate
Attitudes

Risque

Gy^Z

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SHIRLEY OF HOLLYWOOD EXPANDS ITS COSTUME “BOO-TIQUE” WITH ALL NEW DESIGNS FOR HALLOWEEN & DRESSING-UP

HOLLYWOOD, Feb. 20, 2007 -- Shirley of Hollywood, the leader and originator in sensuous lingerie since 1948, is in the midst of a major expansion of its costume collection. The new over-size heavy stock catalog has jumped in size from 35 to over 100 pages, featuring the company's vastly expanded “boo-tique” product offering.

"We've been doing costumes for some time now, but over the last few years our collection and business has consistently doubled in size annually," said Eric Schlobohm, Shirley of Hollywood international sales director. "We've had a fantastic response to both our missy and plus-size costume and are expanding both lines this year based on the popular demand last Halloween's near total sell-out collection received."

Shirley of Hollywood's new expanded collection will feature even more his and hers costume sets for couples, in both sexy and revealing looks, as well as styles with a little more coverage for the less daring. Shirley is also bringing out full themed groups, from The French Revolution, to The Wild West, Pimpin' the Boulevard, Patriots and its very popular Pirate motif, which was an early sell-out in 2006.



His and Her Costumes - Pimpin on the Boulevard and Sexy Nurse and Doctor
All-New Costumes From Shirley of Hollywood

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Among the styles of note within Shirley's new collection, according to Schlobohm, is a hot new Night Nurse from the "Clinic Shirley" group of Doctors, Nurses and Scrubs; a hot new Beat Cop; Shirley's Deal Me In Casino Girl; a Hotel Shirley Maid; a sexy Scottish Lass; a beguiling new Cheshire Cat; an all-new Referee; a new Buzzin' Yellow Jacket; and several new pirates and wenches. The company has also expanded its packaged H.O.T. lingerie and hosiery collections, which will see a 30 percent increase with more than 40 brand new items shipping April 2007. Shirley undergoes an intense fitting process for all its collections to ensure that it provides a fit that is tried and true. In particular, the company has received a lot of great feedback on how well its plus sizes fit.

Shirley is preparing for Halloween 2007 coming off its most successful Valentine's Day ever. "Our 2007 Valentine's collection was the hottest thing we've ever done," said Schlobohm. "We had over-sold some groups three times over, and we're going crazy trying to keep up with the overwhelming demand. Sales reports following Valentine's confirmed that the public loved it as well, with our retailers saying our collections checked better than anything else on their floor."

In mid-April, Shirley of Hollywood will drop catalogs for its H.O.T., Risqué and Intimate Attitudes collections, just in time for the International Lingerie Show in Las Vegas.

For more information about Shirley of Hollywood costumes for Halloween (or any time adults are in the mood to play dress up and undress), please contact Eric Schlobohm at (800) 421-9359 or via email at sales@shirleyofhollywood.com.

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About Shirley of Hollywood

Shirley of Hollywood is the leader and originator of sensuous lingerie having helped establish the category nearly 60 years ago. 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 private label for over five decades, providing merchandise for many well known retailers such as Marshall Field, Saks Fifth Avenue and Lord & Taylor, among others. Shirley of Hollywood delivers exceptional and affordable lingerie to more than 3,000 stores in the U.S. plus Europe, Australia, Asia, the Middle East and beyond. 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-4x; the **Risque** collection, introduced in 1994, offering a full range of racy lingerie and high-fashion playwear styles affordably priced in missy and plus sizes; the **Gy^Z** line of distinctive men's wear launched in 2003; **HOT** Packaged Lingerie & Stockings, which debuted in 2004; **Sassi** – Shirley's newest line of flirty and fun lingerie for fashion-minded (and bodied) young women; and **Halloween**, Shirley of Hollywood's first full line of hauntingly successful his and her costumes in all sizes introduced in 2000.

The Shirley of Hollywood Distinctive Difference

Shirley of Hollywood handpicks its own fine fabrics and designs each garment using live models to meet the company's unique, high-end specifications for fit and comfort. Each year, Shirley of Hollywood offers more than 600 styles of wonderfully sexy lingerie in over 6,000 varieties of size and color featuring more than 200 varieties of laces and trims, each specially picked to add just the right finishing touch. Shirley of Hollywood's famed catalogs have featured some of the hottest modeling talents in the world, from Brooke Burke and Victoria Silverstedt (Past Playmate of the Year) to Leanne Tweeden of Fox Sports, Quina Chase (June 05 Playmate) and Tyran Richards, the 2007 Miss March Playmate. For more information, visit www.shirleyofhollywood.com.

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Fill your Boo-tique with Shirley - everything from Casino Royale to Scottish Lasse

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