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KICK OFF THE FOOTBALL SEASON IN HIGH STYLE

Celebrity Party Planner Elizabeth Scokin Launches the Collegiate Collection of HAUTE HOSTESS APRONS

Nashville, TN (August 27, 2008) – Game Day divas can now add a chic twist to their tailgating parties and collegiate soirees as fashion darling and special events extraordinaire Elizabeth Scokin launches the Collegiate Collection, a new addition to her Give Me Sugar HAUTE HOSTESS APRONS!

Aprons from the Collegiate Collection are the perfect accessory for hosting a pre-game party or game day event. Coeds and boosters can flaunt their school spirit as they hostess in style from the sidelines. Give Me Sugar's Collegiate Collection of sophisticated aprons includes custom school colors for the following universities: **Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Ole Miss, SMU, Tennessee and Vanderbilt.**

The glittering glam line of high-fashion aprons for entertaining show off the feminine silhouette with the utmost school spirit in mind. Both collections resemble the retro, tie-around-the-waist apron with modern fashion influences including a billowing silky sash adorned with multiple rows of elegant rick rack. The aprons (retail: \$100) also feature various color palettes that match the school shades of the top university athletic teams and national sororities.

Calling all Greek Goddesses...Add another twist to Scokin's Collegiate Collection with the fabulous **SororityGIRL! Haute Hostess Aprons.** Throw a chic twist to recruitment and philanthropy parties, Founders' Day Teas, and stylish alumnae events. Wear them when reading to children, hosting a mixer, or sponsoring a community event. These new couture apron confections are the SororityGIRL! must-have accessory of the season. Sororities such as **Pi Beta Phi, Chi Omega, Delta Delta Delta, and Phi Mu** can wear their colors in style with the glamorous signature sorority-themed hostess aprons. Take a sneak peak at www.hautehostessaprons.com and see what the sorority girls will be wearing this season!

It's no secret why Haute Hostess Aprons by Elizabeth Scokin are this season's hottest fashion accessory! Even celebrities such as Scarlett Johansson, Beyonce Knowles, Naomi Watts, Kelly Preston and Giada de Laurentiis are glamming it up in their Haute Hostess Aprons.

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Designer Tory Burch exclaimed, "I absolutely love it!" when opening her new Haute Hostess Apron by Elizabeth Scokin.

MORE ABOUT ELIZABETH SCOKIN

Elizabeth Scokin, former couture model and producer of numerous high-gloss parties, was inspired to create her brilliantly chic Haute Hostess Aprons after finding her grandmother's holiday apron amongst the family treasures. She is the authority on creative entertaining and special event planning and serves as president of Elizabeth Scokin Productions, a luxury fashion and special events firm known for executing both large and small parties with panache in major media markets including New York, Miami, Nashville and Atlanta.

A fixture on the New York Fashion Week circuit, Scokin has been photographed and featured in numerous publications including WWD, Hampton's, Gotham, Avenue, The New York Daily News, Ocean Drive, Town & Country and Palm Beach Society. Scokin is the mother of four children and wife to the late Joe Majors, former Houston Oilers football player and prominent lobbyist. For more information, visit www.hautehostessaprons.com.

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