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POLISHED PRESENTATION REIGNS SUPREME AS THE PERFECT HOSTESS RETURNS THIS HOLIDAY SEASON

Celebrity Party Planner Elizabeth Scokin Launches Brilliantly Chic HAUTE HOSTESS APRONS for Home Entertaining

Nashville, TN (August 27, 2008) – Cooking the perfect pot roast this holiday is one thing, but serving it with panache is another. Fashion darling and special events extraordinaire Elizabeth Scokin is adding a plethora of new styles to her brilliantly chic “**Glam It Up,**” “**Glam It Up LUXE**” and “**Give Me Sugar,**” HAUTE HOSTESS APRON collections, including festive styles for Holiday entertaining. These new couture confections are the A-listers’ fashionable must-have accessory of the season.

Back by popular demand, Scokin’s **Give Me Sugar** collection are festive holiday styles that resemble the old-fashioned, tie around the waist apron with modern fashion influences including a billowing red silk sash adorned with jewel-tone holiday bells and multiple rows of festive, golden rick rack.

The **Glam It Up** collection, with a tapered silhouette and double flounces, takes on a sophisticated new look with the launch of these trendsetting styles.

- Inspired by fashion’s fall runways, Glam It Up introduces **Georgette**, seductive leopard prints that evoke vintage Hollywood glamour. Sporting high-gloss luxe, everyone is sure to go wild for this updated twist on the classic apron dish.
- For those who crave a taste of the good life, tie on the new **KIKI** for the Palm Beach Crowd (retail: \$200) featuring festive floral patterns embroidered in lush tropical hues of bright pink and gold.

Or sizzle in swirls with the latest addition to the handcrafted **Glam It Up LUXE** collection called **Helaine**.

For ladies who lunch, this glamorous gold and jewel-toned apron is adorned with circular ribbon appliqués for style “a la Mod” (retail: \$200). Show off that girlish silhouette in this one-of-a-kind kitchen confidential that boasts a luxurious lining in your choice of boudoir black or gemstone gold.

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It's no secret why HAUTE HOSTESS APRONS BY ELIZABETH SCOKIN are this season's hottest party accessory! Those embracing the trend and channeling their inner domestic goddesses include celebrities such as **Oprah Winfrey, Martha Stewart, Rachael Ray, Candace Bushnell, Kelly Preston** and Food Network star **Giada de Laurentiis**.

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

Scokin, who has produced a variety of events from Halston fashion shows to intimate dinner parties with designers during New York Fashion Week, sympathizes with the stress endured by everyday entertainers. Realizing a need to keep things simple in the kitchen, Scokin brings haute couture to the pantry with her delicious collection of designer aprons.

MORE ABOUT ELIZABETH SCOKIN

Eliza beth 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 Eliza beth 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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