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**LIFETIME DIGITAL LAUNCHES “ALL THE LOOKS” --  
THE PREMIER ONLINE DESTINATION  
FOR CELEBRITY FASHION AND HAIR PHOTOS**

***Comprehensive Resource Features Tens of Thousands of  
Red Carpet Celebrity Images***

***Advanced Photo-finder Tool Enables Users to Customize Fashion and Hairstyle Searches***

***Designer Anna Sui Will Be First to Provide Exclusive “Fashion Insider” Content,  
with Other Industry Experts Contributing Regularly***

NEW YORK, NY (October 12, 2009) – [Lifetime Digital](#), the ultimate digital source for women’s entertainment, escape and play, today launched *All the Looks* (<http://www.mylifetime.com/all-the-looks/>), an interactive website for celebrity style fans featuring a searchable database of tens of thousands of [celebrity fashion](#) and hair photos from red carpet events.

Thanks to an advanced photo-finder tool, visitors to Lifetime’s *All the Looks* can customize their searches to find [celebrity looks](#) organized by dozens of criteria, such as celebrity name; event; hair color, length and style; and clothing designer, color and pattern. Given that the site boasts images from more than 2,000 [red-carpet events](#) and showcases more than 450 [fashion designers](#) and 600 celebrities – with hundreds of new photos being added every week – virtually any red carpet photo is bound to be available on the site.

Fans can not only view and rate celebrity photos, but they can also select images to add to customized “lookbooks,” which they can caption with their own comments and easily share with friends. These lookbooks give users the ability to categorize photos according to their own needs, such as ideas for a new haircut, favorite awards show outfits, this year’s worst dressed, fashion inspirations or a favorite celebrity’s style through the years.

“Lifetime Digital continually strives to provide our users with content that is engaging, interactive and relevant,” said Dan Suratt, Executive Vice President, Digital Media and Business Development, Lifetime Networks. “Visitors to our sites have clearly demonstrated their interest in the intersecting worlds of Hollywood, beauty and fashion, and we are confident that *All the Looks* will become a go-to destination for our existing audience as well as a new group of celebrity-style obsessed fans.”

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In addition to the images, *All the Looks.com* will feature robust editorial content throughout the site to help curate the user experience by highlighting noteworthy events and trends. Regular guest experts – including celebrities, fashion designers and Hollywood fashion and beauty stylists – will create their own personalized lookbooks for the site. Famed fashion designers such as Anna Sui, Tracy Reese, Pamela Roland and David Meister, as well as beauty stylists including Garren, Ted Gibson, Pat McGrath and Sally Hershberger, will be among the first to lend their expert voices to *All the Looks* and weigh in on celebrity images, style trends and beauty.

Sui, one of Hollywood’s favorite designers, will serve as the inaugural launch expert on *All the Looks*. A notable figure in fashion since the 1980s, Sui recently launched a line for Target based on style from the hit show *Gossip Girl* and was the recipient of the 2009 CFDA Lifetime Achievement Award. Sui has created a lookbook, complete with her comments, featuring celebrities –such as Miley Cyrus, Paris Hilton and Nicole Richie – wearing her designs throughout the years.

In addition to creating their own lookbooks, Sui and other featured experts will provide exclusive content for the site’s proprietary blogs – [All the Looks Insider](#), a celebrity style blog, and [Hair's The Scoop](#), a celebrity hair and beauty blog – through a featured Q&A with the blog’s author. Veteran celebrity style writer Kim Martin and Lifetime Digital’s Associate Style Producer for the Beauty and Style Channel (and celebrity style über-fan), Kristin Granero, pen the *AllTheLooks Insider* blog. Lily Nima, a noted beauty industry expert, provides her commentary on the hottest Hollywood beauty and hair trends for *Hair’s The Scoop*.

Along with the expert Q&As, the blogs dedicate posts to all things celebrity fashion and beauty. *All the Looks Insider* features weekly “best look” roundups, celebrity styles throughout the years, celebrity style misfits and signature looks. *Hair’s the Scoop* offers tips on how to steal a star’s look, highlights hair and beauty trends, and offers breaking news on celebrity beauty transformations.

User activity is based on a points system; points can be earned by logging on to the site, commenting on and rating photos, creating lookbooks and more. Beginning November 1, in celebration of the *All the Looks*’ launch, the site will give away \$250 every day for 30 days to the most active user on the site that day.

#### **ABOUT LIFETIME DIGITAL MEDIA**

Lifetime Digital Media, the ultimate digital source for women’s entertainment, escape and play, reaches women wherever and however they connect, play and share. Combined with the reach of the Lifetime Networks, Lifetime Digital Media provides sponsors an unrivaled opportunity to reach women with a powerful, singular-branded experience across all platforms. More than 3.6 million women per month (May, 2009; ComScore Media Metrix) visit Lifetime Digital’s robust properties ([myLifetime.com](#), [Roiworld.com](#), [DressUpChallenge.com](#), [LMN.tv](#), [LifetimeMoms.com](#) and [MothersClick.com](#)) and consume Lifetime’s content on mobile devices and partner platforms.

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### **ABOUT LIFETIME NETWORKS**

Lifetime Networks is a diverse, multi-media company, committed to offering the highest quality entertainment and information programming that celebrates, entertains and supports women. Through its award-winning public affairs initiatives, the Company also advocates a wide range of issues affecting women and their families. Lifetime Television<sup>®</sup>, Lifetime Movie Network<sup>®</sup>, Lifetime Real Women<sup>®</sup> and Lifetime Digital<sup>™</sup> (which includes [myLifetime.com](http://myLifetime.com), [LMN.tv](http://LMN.tv), [Lifetime Games](http://LifetimeGames.com), [Roiworld.com](http://Roiworld.com), [DressUpChallenge.com](http://DressUpChallenge.com), [MothersClick.com](http://MothersClick.com) and [LifetimeMoms.com](http://LifetimeMoms.com)) are part of Lifetime Entertainment Services, LLC, a subsidiary of A&E Television Networks, LLC. A&E Television Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.

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