



MEDIA CONTACT:
Dana Rhoden/ Rachael Bobman
The Dana Agency
Phone: 305.758.1110
Email: dana@thedanaagency.com or
rachael@thedanaagency.com



LIVE LUXE: HAUTE HOSTESS APRONS LAUNCHES HOME COLLECTION

Dazzle Dinner Guests With A Table Dressed in Couture Décor This Holiday Season

MIAMI (July 30, 2015) – [Haute Hostess Aprons](#) is reserving a spot at your dinner table this holiday season with the launch of *Haute Hostess Home*, the brand's first foray into couture décor.

The home collection introduces the ultimate luxury in chic table dressing for the holiday. Haute Hostess Home's unique, bespoke designs, which includes handcrafted placemats, table runners and duchess satin napkins, serve as sizzling, shimmering, party-perfect accouterments for the brand's already popular collection of ultra-glam hostess aprons.

Designed by style expert and celebrity party planner Elizabeth Scokin, any dish can now be served haute atop the brand's medium-weight, one-of-a-kind fabric placemats from one of the line's three collections: **Black Tie**, **RSVP** and **Invitation Only**, a limited edition line for the 2015 holiday season.

Comprised of elegant entertaining essentials, the **Black Tie** collection features timeless styles in rich neutrals like dark gray, black, ivory, champagne, navy and silver. All Black Tie pieces are crafted with shimmering Diamante fabric and backed with lush black or gray velveteen, with the exception of the crowd-favorite "Misty Haze," which features a champagne cut velvet animal print lining. The Black Tie collection is priced at \$50 per piece.

A haute alternative to Black Tie, the **Invitation Only** collection is kicking up the glam an extra notch. These one-of-a-kind, couture confections, crafted in Haute Hostess Home's signature Diamante fabric, feature exciting patterns and unexpected colors that will dazzle dinner guests all year round. The Invitation Only collection is priced at \$60 per piece.

Exclusive for Holiday 2015, Haute Hostess Home is turning any special occasion into an elegant affair for loved ones with its limited-edition **RSVP** collection, which mingles placemats of mystic foil circles on silk fabric and matching satin with traditional shades of gold for holidays, cinnamon for Thanksgiving and crimson for Christmas. The RSVP collection is priced at \$40 per piece.

Exclusively for Holiday 2015, Haute Hostess Home is turning any special occasion into an

-MORE-

2-2-2

elegant affair for loved ones with its limited-edition **RSVP** collection, which mingles placemats of mystic foil circles on silk fabric and matching satin with traditional shades of gold for holidays, cinnamon for Thanksgiving and red for Christmas. The RSVP collection is priced at \$40 per piece.

For style and grace beyond the place setting, Haute Hostess Home offers embellished table runners, in 90, 110 and 120-inch varieties. Whether you're planning a formal dinner or holiday fête, the brand's reimagined table runners add an unexpected textural element and charming vivacity to any table setting and range in price from \$300 to \$400 per piece.

No tablescape would be complete without a picture-perfect napkin to tie the look together. Haute Hostess Home's duchess satin napkins feature European mitered edges and are available in seven rich, holiday hues including black, dark brown, deep red, royal purple, champagne, ivory and peony pink. Each piece is available for \$20.

You'll find Haute Hostess Home Collection in luxury boutiques, chic homes and bespoke accessory/gift stores from coast to coast. They are also available for direct purchase from the company's website, www.hautehostessaprons.com.

More about Elizabeth Scokin, Haute Hostess Founder and Designer:

Elizabeth embodies Southern sizzle — she lives the personality and style infused in each Haute Hostess Apron. A former couture model born in the South, she elegantly balances the titles of mother of four and party producer for celebrities and fashion elite. Scokin entertains in the grand tradition of her upbringing and enjoys every moment of it. She is also a prominently involved in Nashville's social and philanthropic communities. Inspired to create the Haute Hostess Apron line after finding her grandmother's holiday apron among the family's treasures, the company is celebrating its ninth year in business. Scokin is also president of [Elizabeth Scokin Productions](#), a luxury fashion and special events firm known for both small and large high-end parties in New York, Miami, Nashville and Atlanta. She has planned events for Lee Ann Womack, Candace Bushnell and Georgette Mosbacher, as well as chaired the wildly successful Halston Borghese Archives Fashion Show for Lexus. Scokin's modeling connections make her a fixture at the New York Fashion Week Circuit. She has been an anchor for Canada 1 during Fashion Week in New York City. Along with her television experience, Scokin is also a notable journalist. She is the creator of the popular "Style File" column in NFocus Magazine, as well as well as a contributing fashion correspondent for several metropolitan newspapers. Moreover she is featured in celebrity photographer Patrick McMullan's book, "Glamour Girls." Her photographs have been featured in top publications such as WWD, Town & Country, Hampton's, Gotham, Avenue, The New York Daily News, Ocean Drive, and Palm Beach Society.

###