

SEGMENT RECAP

SERENA WILLIAMS

and

SIGNATURE STATEMENT

featured on



Serena and Signature Statement were featured during the 10 a.m. hour of NBC's "Today Show" with Kathie Lee and Hoda. The hosts interviewed Serena about her tennis career and inspiration behind the Signature Statement collection.

A close up of the collection was included while Serena discussed each piece on display and noted the HSN launch on April 30th. The segment continued with Hoda trying on the Rings of Bling Tennis Bracelet and noting that the earrings are gorgeous! Video of the segment was also posted on the Today Show website.

TOTAL IMPRESSIONS: 13,115,922

To view the segment please click on the link below:

The HSN logo, consisting of the letters "HSN" in white capital letters inside a blue circle.

HSN

