



FOR IMMEDIATE RELEASE

MAY 28, 2008

Contact: Cynthia Berman

Tel: 310-396-2087

E-mail sales@dlux57.com

OFFICIAL APRON FOR “THE 6TH ANNUAL TV LAND AWARDS” GIFT BAG

Los Angeles, California – D-Lux 57 has been chosen by Distinctive Assets as the official apron for “The 6th Annual TV LAND Awards” GIFT BAG. The high quality fashion apron is couture for today’s domestic goddess who wants to celebrate the joy and connectedness of family and home. A perfect match for the classic TV shows of the past such as Leave It To Beaver and I Love Lucy. With the fast paced world we live in today, its refreshing and comforting to return to a simpler time of June Cleaver cooking dinner in her apron or Lucy and Ethel up to their crazy antics. These beautiful fashion aprons spark that memory. D-Lux 57 takes you back to your childhood as do many of the shows on TV LAND.

Proudly “made with love in the USA”, D-Lux 57 aprons are made of 100% cotton and are lined to protect clothing from messy cooks. The aprons are uniquely packaged in a matching keepsake envelope perfect for gifting and storage. Years down the road these keepsake envelope aprons will preserve memories of days gone by baking cookies with mom or grandmother. Unlike the old black and white TV shows from the past, D-Lux 57 aprons are available in a rainbow of beautifully colored prints. The flirty styles are feminine and functional. Available in Adult, Little, and Tween Cook sizes. Cooking never looked so good.

D-Lux 57 ‘s creator ,Cynthia Berman, was inspired to design this line of modern day aprons as a homage to her grandmother who lovingly quilted in front of her television during long Canadian winters and by the smiles of her wonderful children who always dawn their aprons when getting down to some serious cookie baking. “What a thrill to introduce our product in The 6th Annual TV LAND Awards GIFT BAG “ says Cynthia.

###

For more information about D-Lux 57, please visit our website at www.dlux57.com.