

QVC and HSN Fact Sheet – The Big Find

Overview

- QVC® and HSN®, the world leaders in building brands through multiplatform video storytelling, are helping 70+ entrepreneurial brands introduce their products to millions of consumers by the end of 2020
- QVC and HSN discovered the brands through The Big Find, a nationwide search for innovative products in beauty, fashion, accessories, and jewelry, conducted by the two retailers last year

The Big Find: By the Numbers

654 entries

- The search opened online in June 2019
- Entries came from 43 U.S. states, The District of Columbia, and 12 other countries (including South Africa, Australia, Singapore, South Korea, India, Monaco, and others).

273 semi-finalists

- Semi-finalists were invited to pitch sessions in August 2019
- These brands included:
 - 118 in beauty
 - 83 in accessories
 - 45 in apparel
 - 27 in jewelry
- Each brand had 10 minutes to explain why their product should be on QVC or HSN
- Pitch sessions were held in St. Petersburg, FL; West Chester, PA; New York; and Seattle
- The 17 judges were QVC/HSN buyers, hosts, and notable brand founders, including:
 - Rachel Ungaro, Vice President, Apparel for QVC and HSN
 - Rosemary Murphy, Director of Accessories, QVC
 - Rob Robillard, VP of Integrated Beauty, Qurate Retail Group
 - Mally Roncal, Makeup Artist and Founder of Mally Beauty
 - Alina Villasante, Founder of Peace Love World
 - Gabrielle Kerr, QVC Host
 - Courtney Webb, QVC Host
 - Debbie Denmon, HSN Host

109 finalists

- Finalists were invited for more discussion with QVC and HSN buyers during fall 2019
- These brands included:
 - 53 in beauty
 - 30 in accessories
 - 16 in apparel
 - 10 in jewelry

73 winners

- These brands are launching on QVC or HSN by the end of 2020
 - At HSN, this includes:
 - 18 in beauty
 - 6 in accessories
 - 7 in apparel/footwear
 - 5 in jewelry
 - At QVC, this includes:
 - 16 in beauty
 - 8 in accessories
 - 5 in apparel/footwear
 - 5 in jewelry
 - 1 in home
- 38 are slated to launch in Q1 2020, including:
 - 21 in beauty, such as Act & Acre, Mented Cosmetics, ALKAGLAM, and Follain
 - 7 in jewelry brands, such as Valencia Key and Taudrey
 - 7 in accessories, such as Have Some Fun Today

Legacy of Supporting Entrepreneurs

- QVC and HSN have long traditions of launching and fostering the growth of some of today's most successful brands through the power of storytelling and discovery-driven shopping experiences
- Many successful entrepreneurial brands are long-time members of QVC's and HSN's vendor community, including:
 - **QVC examples**
 - Beauty: IT Cosmetics, Laura Geller, Josie Maran Cosmetics, TATCHA, Calista
 - Apparel/Footwear: Peace Love World, Vionic®
 - Electronics: HALO
 - Home: Junior's Cheesecake, Ring in smart home, Lug
 - **HSN examples**
 - Beauty: Beekman 1802, Beauty Bioscience, Korres
 - Apparel: MarlaWynne, DG2 by Diane Gilman
 - Crafting: Anna Griffin