



## **Cuddl Duds Wins QVC Star Award For Rising Star**

**(New York, NY – April 1, 2016)** - On March 31, at the QVC Vendor Summit in King of Prussia, PA, Cuddl Duds was honored with a QVC Star Award for Rising Star.

The QVC Star Awards recognizes vendors who achieve new standards of excellence and honors exceptional vendor achievement. Specifically, the Rising Star Award is given to a vendor that launched with QVC within the past 24 months and has demonstrated the ability to quickly adapt to the QVC business model and has steadily launched product with accelerated sales with promising potential for continued growth and development.

The Cuddl Duds brand officially launched on QVC in fall 2014 with a wrap which quickly sold out in one airing. An updated version of the wrap debuted as a TSV at 12:00am on September 14, 2015, selling out by 9:00am, generating over \$4 million in sales. That same day, two new one-hour programs premiered, launching new categories for the brand, including slippers and socks. Overall, 2015 was a phenomenal year of exponential growth with sales expected to double in 2016.

Upon accepting the award, Mark Sandler, President, Komar Layering, offered thanks, "Getting to this point would have been impossible without the help and dedication of the on-air, the off-air, the social media teams, the fashion stylists, the fabulous on-air hosts that really made the Cuddl Duds brand sing on-air. On the Komar side, we have incredible talent in our associates and most notably, Julie Moscatello is our quarterback for our entire QVC team." He further said, "It's very rewarding to be with a partner like QVC that can very quickly embrace the Cuddl Duds lifestyle experience. We're thrilled to be part of the global growth that QVC is experiencing and we look forward to doing great things together!"

The plan for 2016 includes two TSV's, expansion into QVC's global markets, and the launch of a new collection that will expand Cuddl Duds in a new direction.

### **About Cuddl Duds®**

At Cuddl Duds®, layering is a lifestyle. As the leading brand in warm layering, Cuddl Duds® offers the ultimate in cozy comfort without unnecessary bulk. Cuddl Duds® takes pride in being at the forefront of textile innovation, performance technologies and modern styling. For over fifty years, Cuddl Duds® has provided women with the latest essentials to build the foundations of a year-round layering wardrobe, and continues this legacy with brand extensions for men, kids and toddlers too. For more information, visit [www.cuddlduds.com](http://www.cuddlduds.com).

### **About Komar**

Established in 1908, Komar is a global apparel products company, specializing in the design, marketing, sourcing and distribution of sleepwear, loungewear, intimates, and layering products. The company is an industry leader across a diverse range of competitive retail categories. Komar is proud to represent more than 100 lifestyle brands and licenses through their retail partners, which sell worldwide at every price point. For more information, visit [www.komarbrands.com](http://www.komarbrands.com).

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