

The Street

Dualstar Entertainment Group, Ashley Olsen And Mary-Kate Olsen Partner With Next Gen Social Commerce Company, BeachMint, To Launch Exclusive Online Brand, StyleMint

NEW YORK, April 7, 2011 /PRNewswire/ -- Announced today, CFDA-nominated designers, Ashley Olsen and Mary-Kate Olsen, partnered with the premiere social commerce company, BeachMint, to launch *StyleMint*, a new brand concept in online shopping pairing an exclusive apparel collection with customized shopping technology to give members the experience of a personal stylist. Debuting with an exclusive t-shirt line, *StyleMint.com* offers what Ashley Olsen and Mary-Kate Olsen do best; quality on-trend designs, perfect fit and effortless style. Members receive personalized selections from each collection matched to their Style Profile along with trend reports and videos, showing customers how to wear and pair pieces.

"Online commerce is the perfect medium for us to create a new brand that is as much about the clothing as it is about the customer experience," states Ashley Olsen. "BeachMint is the ideal partner as they share our vision for the brand and have the resources and talent to execute it."

StyleMint is an exciting addition to Ashley and Mary-Kate's roster of fashion brands and a natural evolution of their visionary, entrepreneurial spirit.

"BeachMint understands how online shopping is evolving and the importance of creating an authentic relationship between designer and customer. With *StyleMint.com*, Ashley and I have created an online experience reflecting our love of [style](#) and allowing us to engage with our customers directly, which is an inspiring new way for us to think and create as designers," says Mary-Kate Olsen.

StyleMint.com will launch this Summer and will join BeachMint's growing family of online brands, including JewelMint.com.

"We are ecstatic about our partnership with Ashley and Mary-Kate. They are true fashion visionaries and we are thrilled to bring their unique apparel concept and signature style online. Our experience in social commerce and marketing, combined with Ashley and Mary-Kate's creative vision, will create an unprecedented online shopping experience," says BeachMint CEO, Josh Berman

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