



**FOR IMMEDIATE RELEASE**

**SMITHSONIAN CHANNEL™ GREENLIGHTS**  
**L.A. FROCK STARS**  
**FEATURING VINTAGE CLOTHING GURU DORIS RAYMOND**

**Six Episode Series Set To Premiere March 2013 Focuses on Raymond and Her Hollywood Store, Vintage Fashion Mecca, The Way We Wore®**

**NEW YORK - November 20, 2012** - Smithsonian Channel has greenlit the original series *L.A. FROCK STARS*, a window into the world of high-end vintage fashion. The six-episode unscripted series, a first for Smithsonian Channel, which is set to premiere Thursday, March 7 at 8.p.m., focuses on the doyenne of Hollywood vintage, Doris Raymond, and her Los Angeles store *The Way We Wore®*.

Raymond is prized for her tenacity in finding hidden gems and for her encyclopedic knowledge of designer fashion. *The Way We Wore®* is a destination for Hollywood's modern-day glitterati as well as high-profile stylists such as George Kotsiopoulos and celebrity stylist Jennifer Rade. Raymond has also supplied wardrobe for numerous film and television productions including *Titanic*, *Boardwalk Empire*, *Casino* and *W.E.*

*L.A. FROCK STARS* will offer an inside look at the quest for the perfect dress. Raymond and her colorful staff assist an endless stream of clients, all with unique needs, from Mel Ottenberg, Rihanna's stylist on the hunt for a Grammy's outfit to Lou Eyrich, the costume designer of *Glee* in search of fashions for an episode featuring songs from *Phantom of the Opera*.

Raymond has been buying and selling vintage clothing for over thirty years. Her boutique sells women's fashions from the 1900's to the '80's, ranging from high profile designers to the world's most iconic fashion figures such as Halston, Dior and more.

"Doris Raymond is an American original. Her eye for vintage fashion is respected by some of the biggest names in fashion and show business," said David Royle, Executive Vice President, Programming and Production, Smithsonian Channel. "She not only knows how to help a star make a splash on the red carpet, she also has a gift for identifying some of the world's most exciting and intriguing historical artifacts. The Smithsonian Institution has long maintained a collection of

historical fashions, most notably the First Lady dresses. We are delighted to bring L.A. FROCK STARS to our viewers.”

“It was such a pleasure working with the truly authentic and inspirational Doris Raymond and her engaging team who give such an original perspective on how relevant vintage clothing is in today’s fashion trends,” added NHNZ Executive Producer Judith Curran.

NHNZ is co-producing *L.A. Frock Stars* with Smithsonian Channel and BBC Worldwide. NHNZ Executive Producer is Judith Curran. Executive Producers for Smithsonian Channel are David Royle and Charles Poe.

#### **ABOUT SMITHSONIAN CHANNEL**

Smithsonian Channel is a joint venture between Showtime Networks Inc. and the Smithsonian Institution, formed to create a network featuring programs largely inspired by the assets of the Smithsonian Institution, the world’s largest museum complex. Smithsonian Channel features award-winning original documentaries, series, and groundbreaking programs highlighting America’s historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home in high definition and Dolby Digital 5.1 and is available to customers of DirecTV, Comcast, Time Warner Cable, Charter Communications, Cablevision, Verizon, AT&T, and more. Learn more at [www.smithsonianchannel.com](http://www.smithsonianchannel.com).

#### **ABOUT NHNZ**

NHNZ is a major global producer of factual television creating original content for National Geographic Channels, Discovery Channels, Smithsonian Channel, A&E Television Networks, 3net and NHK. Highly regarded for its 30-year plus natural history heritage, more recently NHNZ has branched out to other factual genres with hit shows like *I Survived...* for A&E’s Bio Channel. The company’s storytelling prowess has been recognized with more than 250 international awards including Emmy awards and the prestigious Wildscreen Panda. In addition to its base in Dunedin, New Zealand, NHNZ has offices in Beijing and Washington DC, and a majority stake in Singapore production company Beach House Pictures.

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