

Christian Siriano and O-Cel-O™ Brand Bring Runway Fashion to Your Everyday Sponge

Fashion designer [Christian Siriano and the O-Cel-O brand](#) are teaming up to bring a pop of glamour straight from the runway into the kitchen with new scrub sponges inspired by his 2011 spring collection. Launching now at retail locations nationwide, the scrub sponges offer fun and unexpected style for the sink.

"African, Indian and Asian influences served as the inspiration for my first-ever sponge designs," said Christian Siriano. "Both patterns, Leopard and Muse, are meant to captivate the eye through the use of color and the latest trends."

"O-Cel-O embraces personal expression and the challenge of bringing fun patterns to an everyday household item," said Brian Meyer, O-Cel-O business manager. "Sponges are something we use every day and the Christian Siriano designs give people the opportunity to clean with style."

The limited edition O-Cel-O™ No-Scratch Scrub Sponges are ideal for cleaning delicate surfaces from glassware and china to counters and stainless steel cookware. The scrub sponges are available in a 2-pack for a suggested retail price of \$2.59 or a 3-pack for \$3.60.

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About Christian Siriano

Christian Siriano grabbed international attention for his designs when he earned a spot on season four of Bravo's hit program "Project Runway." A fan favorite, he went on to be the show's youngest winner and a rising star in the fashion world. Tim Gunn has called him "a prodigy" and "the next great American fashion designer" and Oprah says his designs are "works of art." Since 2008, he has shown a full runway collection during New York Fashion week each season. Celebrity clients include Rihanna, Heidi Klum, Christina Hendricks, Victoria Beckham and Whoopi Goldberg in her role as host of the 2008 Tony Awards. Christian's Spring collections are sold at various high-end retailers, including Saks Fifth Avenue and Neiman Marcus.

3MRobert Brittain, 651-733-7034rbrittain@mmm.comorCohn & WolfeLauren Pasquarelli, 212-798-9845Lauren.Pasquarelli@cohnwolfe.com

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