

MLB and Alyssa Milano to Launch Fan Fashion Jewelry

Written by The Staff
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Alyssa Milano and MLB are going into the jewelry business together.

Coming off [the successful launch](#) of the clothing line, *TOUCH by Alyssa Milano*, Major League Baseball, in partnership with **Aminco USA**, are joining together to launch a new line of Fan Fashion Jewelry.

TOUCH by Alyssa Milano's Fashion Jewelry line is set to launch at the upcoming MAGIC show in Las Vegas, from August 27-30, 2007 and will be available for retail sales in the Spring of 2008. The line is set to include bracelets, necklaces/pendants, earrings and hair accessories. Milano will preview several select pieces of the new line during 2007 Major League Baseball All-Star Week, July 8th -10th in San Francisco.

Milano launched TOUCH by Alyssa Milano in partnership with **G-III Apparel Group** and Major League Baseball this spring to overwhelming success. "It was only natural that the line should grow to include a line of jewelry for women who are baseball fans and are looking for a fashionable way to accessorize at the games, as well as outside the ballpark," said Ms. Milano.

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Milano explains, "I am overwhelmed by the success of TOUCH and the support from MLB Properties. And I am looking forward to expanding the line to accessories."

"Building on the overwhelming success of the TOUCH by Alyssa Milano apparel line we are thrilled to extend the brand into jewelry," said **Howard Smith**, Senior Vice President, Licensing, Major League Baseball Properties. "Alyssa is a life-long Major League Baseball fan and her passion for the game is reflected in her apparel and jewelry designs."

Milano will be available for interviews at DHL All-Star Fan Fest at Moscone West Convention Center, Monday, July 9th, from 1:00 p.m. – 2:00 p.m. (PDT), as well as at AT&T Park on Monday, July 9th. And, the notice reminds those wishing to chat...credentialed media only.