

HSN Host Colleen Lopez Fractures Elbow, Trips On Sophie

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We broke our ankle a year ago, and HSN host Colleen Lopez has had a similar mishap.

On Facebook Lopez posted on Thursday that she had suffered a fractured elbow. She tripped over her pooch.

"Yep, this happened," she wrote. [home shopping network](#) "I spent the past couple days making new friends in the emergency room and at the Orthopedic Surgeon's office. It's always something."



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HSN host Colleen Lopez is on the mend.

She then posted a photo of her arm in a stylish sling with a graphic black and white print.

Lopez also posted a photo of "the culprit," her Yorkie Sophie.

"I tripped and fell over Sophie the other day when I arrived home from work (no kidding)," Lopez wrote.

"She loves to run under our feet and I was trying not to step on her and just fell right on my elbow! I read that 250 people each day in the US end up in the ER from an injury tripping/falling over their

pets! Sophie has made up for it with lots of extra kisses. If you have pets that play underfoot – be careful!!!"

We wish Colleen a quick recovery.

Joy Mangano To Debut At Macy's, She Will Appear At Herald Square

On Christmas Eve we blogged about HSN queen Joy Mangano bringing her products to Macy's. We didn't have to be a genius to figure it out, since the brick-and-mortar retailer was running ads in The New York Times about it.

It seems to us to be a unique move on the part of a home shopping network, to have one of its key vendors also featured at Macy's. But remember that HSN owns Mangano's company, Ingenious Designs, so sales from Macy's should trickle back to Mindy Grossman and her crew.

And we guess HSN wanted to strike while the iron, or Little Steamer, is hot, with Mangano getting a lot of press since the release of the film "Joy," which is loosely based on her life story.



Joy Mangano and her Little Steamers are coming to Macy's.

In any event, Macy's Tuesday finally got around to doing a press release about its pact with Mangano. And the entrepreneur will be appearing at Macy's Herald Square in the Big Apple this Saturday, Jan. 9, for the big launch.

Here's the announcement from Macy's:

Macy's Introduces Award-Winning Home Helpers from Inventor and Entrepreneur Joy Mangano

Known for innovative products that make people's lives easier, Joy will be carried in Macy's stores and Joy to appear at Macy's Herald Square on January 9

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NEW YORK-(BUSINESS WIRE)-Launching on Jan. 9, the award-winning Joy brand will join the roster of Macy's Home Store, offering innovative products that make a difference and simplify everyday challenges. Fueled by the breakout success of her first product, the Miracle Mop®, Mangano has spent the last 30 years creating solutions that make people's lives easier, which inspired the star-studded film, "Joy," by 20th Century Fox that released on Christmas Day.

The product line at Macy's will include Miracle Mop®, Huggable Hangers®, My Little Steamer®, Better Beauty Case, MemoryCloud Pillow, and Forever Fragrant® Vase and Sticks. Joy will make an appearance at Macy's Herald Square store in New York City on Jan. 9 – the day the brand launches nationwide.

"The Joy brand embodies everything we look for when considering the best home assortment for our customers," said Martine Reardon, Macy's chief marketing officer. "Joy's innovative products have helped make home tasks easier for three decades, making her a true leader in the industry. We are thrilled to embark on this new partnership and to bring this product to our customers in Macy's stores and."

An expert in designing, inventing and marketing innovative products for live content retailer HSN for more than 15 years, Joy holds more than 100 patents and trademarks.

"I couldn't be more thrilled to bring my products to Macy's," said Joy Mangano, "There is something magical about shopping at Macy's and I know customers are going to experience that same magic when they discover my products in their stores nationwide."

The collection starts at \$29.99 and will be available in Macy's stores nationwide and on For Joy's videos and tips, please

Ingenious Designs LLC (IDL) is a subsidiary of HSN, Inc. and was founded in 1991 by its president, Joy Mangano. Joy is one of the most recognized inventors, entrepreneurs and product designers in the industry today and she is the creator behind innovative products such as the Miracle Mop®, My Little Steamer®, Huggable Hanger®, Comfort & Joy Memory Cloud™ Pillow, Forever Fragrant® and the Better Beauty Case. IDL also manages product lines for icon and celebrated supermodel IMAN,

celebrity chefs Ming Tsai and Lorena Garcia, GRAMMY Award®-winning producer Randy Jackson, and Four-time GRAMMY Award®-winner and American Idol judge Keith Urban.

Tough Thanksgiving For QVC's Wheeler, Us And Our's

We can sympathize with QVC host Dan Wheeler, who just returned to the home shopping network after losing his beloved wife Beth to cancer.

It is going to be a tough Thanksgiving for him, as he eloquently wrote in a blog, as it is for us and our family.



Dan Wheeler returns to QVC.

This is our first Thanksgiving without our father. Our uncle passed away a few weeks ago, and my aunt and cousins won't have him at the table today. Our childhood friend lost her 67-year-old husband to a heart attack, leaving her alone to raise their 11-year-old son.

Dan took an upbeat approach to writing about Beth, expressing thanks that he enjoyed 37 years with her. We had our dad a lot longer than other people. We give thanks for that.

Our dad wasn't a religious man, but every Thanksgiving he would lead us in an off-the-cuff prayer before we ate. Every year, it was almost the same.

He'd give thanks for our food, for everyone around the table, for our troops overseas, for our country, adding that we also remembered those who were no longer with us.

This year, we wonder who will say the prayer.

Evine Live's Third-Quarter Sales Up 3 Percent, To \$162.3 Million

Evive Live's net sales were up 3 percent, to \$162.3 million, a 3 percent increase in the third quarter versus last year, the home shopping network reported Tuesday.

That compared to QVC's 4 percent revenue increase, to \$1.4 billion, and HSN's net sales rising 2 percent, to \$590.6 million.

But it wasn't a good quarter for the No. 3 home shopping network. Evine Live saw a \$5.2 million net loss in the quarter, which sent its shares into a sell-off. The company also said that it had launched a spin-off channel, Evine Live Too, that offers a three-hour-delayed feed of its core network.

Evine Live's online net sales as a percentage of total net sales increased 250 basis points to 46 percent.

Mobile remains the fastest-growing platform with net sales of \$31.2 million, a 34 percent increase year-over-year.

The active customer count during the quarter increased 3 percent year-over-year, while reactivated customer count increased 4 percent.

Average purchase frequency increased to 4.1 units per customer, a 4 percent increase, while adjusted EBITDA was \$200,000.

"We are pleased with our third-quarter results as the sales trends we experienced last quarter have continued," Evine Live CEO Mark Bozek said in a canned statement. "We enter the holiday season with optimism in our merchandise assortment and growth strategies."

Never one for brevity, here's the rest of what Bozek had to say.

"Through a deliberate merchandising strategy launched just over a year ago, we've developed a more diversified product assortment of proprietary offerings with margins that are more in line with industry averages."

"We believe improvements in our customer counts and average-purchase frequency are proof that our customers are responding positively to 'more in our store.' In addition, we believe our efforts to increase brand awareness and broaden our distribution footprint are important to driving incremental business in the fourth quarter and beyond."

"With the changes we initiated a year ago to position the company for sustainable growth, we are seeing real continued momentum and, despite operating in a highly competitive retail environment, we remain confident that we've laid a solid foundation for top line growth and profitability in the fourth quarter."

Home and consumer electronics was the fastest-growing category at 18 percent while all other categories, with the exception of jewelry, delivered growth of 3 percent to four percent.

The return rate for the quarter was 18.9 percent, down 230 basis points year-over-year, a five-year low.

Gross profit decreased 5.3 percent to 5.3 percent to \$55.9 million. gross profit as a percentage of sales decreased 310 basis points to 34.5 percent, due in part to reduced margins in jewelry and margins.