

StarStyle premieres film section with Universal Pictures new comedy 'Because I Said So,' starring Diane Keaton

by Bend Weekly News Sources

For viewers who love the apparel and accessories in their favorite feature films, but until now have had little opportunity to identify them, StarStyle announced today the launch of its Film Section with Universal Pictures' upcoming feature "Because I Said So," starring Diane Keaton, Mandy Moore, Lauren Graham and Piper Perabo.

From the latest styles in dresses and sweaters to accessories and shoes, these four trend-setting actresses bring their keen fashion sense to the big screen in a new comedy about knowing when to cut the apron strings, opening nationwide on February 2nd. Now, visitors to www.starstyle.com can find fashions inspired by director Michael Lehmann's new comedy and purchase those products for themselves.

"In less than one year, it's incredibly satisfying to us that we've amassed the top projects in film, television and music," said Ashley Heather, CEO of Entertainment Media Works. "With a style icon like Diane Keaton and the fashion savvy of the entire cast, the trends set by this film make 'Because I Said So' the perfect comedy to launch our film section."

"This quintessential comedy about mother/daughter relationships is filled with exceptional fashion. We are very pleased to partner with Entertainment Media Works to enable fans of the film's clothing to identify and purchase the same or similar brands," commented Doug Neil, Senior Vice President of Digital Marketing for Universal.

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