



## VAIBHAV GLOBAL LIMITED

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### ***Vaibhav Global's US Subsidiary, Shop LC Debuts Jewelry at New York Fashion Week***

*Shopping Network Showcases Jewelry at Zang Toi's Runway Show*

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**Austin, Texas, February 28, 2017**

**Vaibhav Global Limited** announced today that its US subsidiary **Shop LC** (formerly the Liquidation Channel), made its debut on the Zang Toi runway at **New York Fashion Week (NYFW)** last week. Shop LC is an interactive, integrated retailer focused on the fine jewelry, beauty, fashion, home décor and lifestyle categories.



Shop LC provided dramatic fashion sapphire and diamond chandelier earrings and cocktail rings to frame Zang Toi's "Brilliant Royal Blue" runway show held in February earlier at Chelsea Piers.

*"I wanted to make a statement with the color royal blue this season," said Zang Toi. "The fall 2017 collection is a well-edited luxurious collection featuring razor sharp tailored sportswear and entrance making evening looks. The glamorous jewelry contributed by Shop LC helped complete several of the evening wear looks."*

*"We decided to participate in NYFW as a unique way to take our customers behind-the-scenes at one of fashion's top events," said Kevin Lyons, president of Shop LC. "More than anything we want to show the world that you can get designer looks for much less money when shopping with us. That's how we deliver joy daily."*

The standing-room only show was packed with celebrity guests including Carol Alt, Kim Alexis and Kimberly Guilfoyle. Guests received J. Francis earrings with Swarovski zirconia compliments of Shop LC.

## **About Vaibhav Global Limited**

Vaibhav Global Limited (VGL) is an electronic retailer of discounted fashion jewelry and lifestyle products in the US and UK with direct access to over 110 million households (FTE) through its TV home shopping networks – Liquidation Channel in the US and The Jewellery Channel in UK and Republic of Ireland. VGL’s TV channels reach customers directly 24x7 on all the major cable, satellite and DTH platforms – Dish TV, DirecTV, Comcast, Verizon Fios, Time Warner, AT&T, Sky, Virgin, Freeview, Freesat etc. The Company’s e-commerce websites in the US [www.shoplc.com](http://www.shoplc.com) and UK [www.tjc.co.uk](http://www.tjc.co.uk) complement TV coverage and diversify customer engagement.

## **About Shop LC (formerly Liquidation Channel):**

Headquartered in Austin, Texas, Shop LC (formerly Liquidation Channel), is a wholly owned subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated company with global sourcing and manufacturing capabilities. Shop LC is a value-conscious, interactive retailer focused on the fine jewelry, beauty, fashion, home décor and lifestyle product categories. Established in 2007, Shop LC reaches approximately 85 million U.S. households via high-definition programming offered 24 hours a day, seven days a week, live 365 days a year. For more information visit [shoplc.com](http://shoplc.com)

## **About ZANG TOI**

Zang Toi established the “House of Toi” collection in New York in 1989. Malaysian-born Zang Toi is a graduate of the famed Parsons School of Design. Toi burst onto the scene with vibrant hues and bold designs. Never to miss even the smallest details, his timeless designs have stood the test of time. Zang Toi is currently the star trunk show performer for Saks Fifth Avenue.

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