



For Immediate Release: August 24, 2012

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“BLING IT ON” PREMIERES THURSDAY SEPTEMBER 20 on TLC

Los Angeles, CA – Best known for her outrageous designs on TLC’s MY BIG FAT AMERICAN GYPSY WEDDING, Boston-based fashion designer Sondra Celli is stepping into the spotlight with the new series BLING IT ON, premiering September 20 at 10/9c. Living in world of rhinestones, and always believing that more is a must, Sondra invites viewers into her business – which is all about fashion, design, and bling! From gypsies, to babies, to brides, Sondra and team bring designer dreams to life.

Self-proclaimed pleaser and perfectionist Sondra Celli makes sure every outfit that passes through her doors is absolutely impeccable, down to the very last crystal detail. Sondra, along with the help of her “blingettes” and seamstresses, manage to work in tandem and get every job done, regardless of the difficult designs and tight time constraints.

In the special three-part limited series, Sondra takes viewers into her workroom to share her visions, challenges, and successes for every outfit. From drag queen costumes, to blinged out baby strollers, to neon wedding dresses, she welcomes every request with an open mind. The deadlines are demanding as she and her team work against the clock to fulfil the elaborate orders.

BLING IT ON is produced for TLC by Firecracker Films.

Episode descriptions:

“A Neon Wedding Dress!”

Premieres September 20 at 10/9c

Dressmaker Sondra Celli and team work around the clock to make a steampunk vision come to life, a blinged out birthday dress fit for a princess, a classy yet playful look for pet store owners and their dog, and a neon (!) wedding dress for a Vegas bride!

“The Zipper Just Split!”

Premieres September 27 at 10/9c

Sondra Celli’s skills are tested when a self-proclaimed tomboy wants design control over her gown; a cancer-survivor is pretty in pink when she asked to be blush; a blinged-out gypsy stroller is ready to roll; a drag queen diva has a wardrobe malfunction!

“The Craziest Request Yet!”

Premieres October 4 at 10/9c

Designer Sondra Celli finds herself trying to please some very opinionated clients; a bride-to-be and a pushy maid of honor, a ballroom dancer with an overly critical partner, and her pickiest client of all – her mother!

About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network in key female demos, TLC has built successful franchises around the Cake Boss and Say Yes to the Dress brands. In 2011, TLC had 28 series averaging 1.0 million P2+ viewers or more including Sister Wives, My Strange Addiction, Extreme Couponing, Toddlers & Tiaras, 19 Kids and Counting, What Not To Wear and Long Island Medium.

TLC is available in more than 99 million homes in the US and more than 227 million households in nearly 150 markets internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, including an iPhone App, and through social media such as Facebook or @TLC on Twitter. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in 209 countries and territories.