**Siscovers Launch F. Scott Fitzgerald Bedding Collections**

Minneapolis MN – October 2018

Siscovers is pleased to announce the debut of F. Scott Fitzgerald’s luxury bedding brand. The line is dedicated to F. Scott and Zelda Fitzgerald, names synonymous with the splendor and loud rebellion known as the Jazz Age. With the assistance of Marla Metzner of Fashion Licensing of America, Siscovers founder Shari Hammer, has penned a new licensing agreement with the Fitzgerald Estate to bring this spectacular era to life in the bedroom.

Scott and Zelda embodied the wild romance of the Roaring 20’s and the restless rebellion of their generation. F. Scott Fitzgerald writes in The Great Gatsby, “The parties were bigger, the shows were broader, the buildings were higher.” Evoking such a mood is ambitious, but one that Scott’s granddaughter, Eleanor Lanahan, supports full-heartedly. Of the brand she says, “I think Scott and Zelda’s style is appealing to young people today; it's intelligent, international, with a touch of hotel and plenty of cool.”

This appeal, and a large part of Shari’s creative inspiration, comes from Scott and Zelda’s modern lifestyle. They were travelers, free spirits and romantics. To convey the glamour of their lifestyle, Shari collaborated with Scott and Zelda’s family, using their knowledge of the celebrated couple. "We’ve always thought Scott & Zelda would enjoy luxurious bedding. It’s easy to imagine them throwing themselves down on a soft clean coverlet after a long journey."

Shari has created bedrooms for the “free spirit” to come home. Scott remarked of his glittering, seductive life, “We had things our way at last.” Now you can too!

Siscovers is showcasing this luxurious collection in the Las Vegas Summer Market, Jul 29 - Aug 2 2018, featuring over fifteen new collections and more than 50 new fabrics.