

VARIETY

'Scandal' Apparel Partnership with The Limited to Bow in September



The “[Scandal](#)” look will be hitting the malls this fall as ABC Studios formally unveiled its partnership with The Limited stores for an apparel line inspired by the hit Washington, D.C.-based sudser.

“Scandal” star [Kerry Washington](#) and costume designer Lyn Paolo collaborated on designs with Elliot Staples, Limited’s head of design, for a range of items that evoke Olivia Pope’s signature “Gladiator in a suit” style. Deal marks an elaborate extension of a hot primetime TV brand in the retail arena.

Prices begin at \$49 for the collection of tops, pants, jackets and outerwear (*see sketches*). The togs will hit shelves on Sept. 22, coinciding with the fourth season launch of the drama series created by Shonda Rhimes.

“By creating a line inspired by the show, we are introducing a collection that embodies the elegance and power of the Scandal aesthetic for real-life gladiators and everyday fashionistas,” Washington said. “The collection is a nod to our devoted fans, to fans of fashion and to women everywhere who are inspired to boldly pursue their passions and look good while doing it.”

Paolo and Washington previously partnered with Saks on window displays to tease the drama’s third season. Paolo is a client of branding and licensing firm Matchbook, which works with “Pretty Little Liars” Mandi Line, “Mad Men’s” Janie Bryant and other high-profile costume designers [who have made — or who are about to make — the jump to retail.](#)

