



Brooke Shields launches timeless fashion line

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Brooke Shields is adding the title of "fashion designer" to her already-impressive resume.



The star is preparing to unveil her debut fashion line, "Brooke Shields Timeless," later this month.

Created exclusively for the shopping channel QVC, the womenswear collection will cover basics and separates such as shirts, blouses, tailored trousers and contemporary jewelry. Designed to be mixed and matched, it focuses on easy-to-wear pieces suitable for day and night.

"After years of being dressed by professionals, I walked into my closet one day and realized I had lost sight of my own personal style," said Shields in a statement. "I am incredibly passionate about this collection because I have created pieces that are not only chic, but that take the guesswork out of getting ready each morning."

"Brooke's line is sophisticated but approachable and is ideal for busy women who crave fashion that is not only chic and effortless, but a perfect mix of modern and timeless," added Doug Howe, Chief Merchandising Officer for QVC Group.

Shields will take to QVC to showcase select items from the range on February 15, and the collection will go on sale on March 14.

She is the latest of several stars to branch out into fashion design recently, following in the footsteps of Drew Barrymore, Sarah Jessica Parker and Tracee Ellis Ross, to name just a few.