



THE LOOK Adds Independent Film and Television Producer Cindy Cowan To Its Board of Advisors

THE LOOK Founder & CEO Alan Mruvka announced today that Independent Film & Television Producer Cindy Cowan has joined THE LOOK's Board of Advisors, the newly launched celebrity, beauty, and fashion network.

Los Angeles, CA (Vocus) August 3, 2010 -- THE LOOK Founder & CEO Alan Mruvka announced today that Independent Film & Television Producer Cindy Cowan has joined THE LOOK's Board of Advisors, the newly launched celebrity, beauty, and fashion network.

Created for women, THE LOOK covers everything celebrity from fashion and beauty, to lifestyle and fitness. Through its numerous fashion and beauty experts, THE LOOK editorial team gives the audience an inside perspective into the world of celebrity lifestyle.

Raised in a fashion-forward family, Cowan learned fashion at an early age when her parents backed a French designer who became very successful. She is also a former beauty blogger for Glamour magazine.

"I am very excited to work with Alan and THE LOOK," said Cowan. "I love celebrity and fashion and can't wait to contribute and help bring the two together in a fun, exciting and insightful way."

Cowan is the former President and co-founder of Initial Entertainment Group (IEG), a leading film production and foreign sales company. Cowan co-founded IEG in 1995 with Graham King. With seed capital of only \$350,000 and no tangible assets, she was able to secure a \$25 million line of credit with Chase Bank to fund overhead, development and production of its projects. IEG was sold to Splendid Films in 2000 for approximately \$10 million.

Between 1995 and 2000, IEG had many successes including: an Emmy nomination for "Rent-A-Kid," starring Leslie Neilson; Emmy, Golden Globe and People's Choice nominations for "If These Walls Could Talk," starring Cher, Sissy Spacek, Anne Heche and Demi Moore; and won a United Nations Award for "Savior," starring Dennis Quaid. IEG also saw success with its production of "Traffic," starring Michael Douglas and Benicio Del Toro, which won Oscars for directing, screenplay, editing, and best supporting actor. Additional films produced by Cowan include "Very Bad Things," starring Cameron Diaz and Christian Slater; and the Robert Altman-directed "Dr. T & the Women," starring Richard Gere, Helen Hunt, Kate Hudson and Liv Tyler.

Since forming a new production company, Cindy Cowan Entertainment, Cowan has produced "Scorched" starring Woody Harrelson and Alicia Silverstone and executive produced "Fifty Dead Men Walking" starring Sir Ben Kingsley and Jim Sturgess. As well as film, she is working on several television projects including "The Ronan Tynan Syndicated Talk Show," an interior design show featuring Tiny Lister ("The Dark Knight", "The Fifth Element"), and a reality series on women who build Hot Rods.

Among her feature film and television accomplishments, Cowan also has a branding division, which includes: "Baby Rock," and "So Sexy", currently in discussions with Lifetime Television. In addition, she has written



songs for Engelbert Humperdinck, and a hit for R&B artist Howard Hewitt, which went to number three on the R&B charts as well as a few songs for British pop star Sinitta.

Through its numerous fashion and beauty experts, THE LOOK editorial team gives the audience an inside perspective into the world of celebrity lifestyle. THE LOOK is really three sites in one, an online network, a daily editorial and photo site, and an ecommerce store.

As a network, THE LOOK features four original series including: “On the Scene,” “Fashion Diva,” “DIY: Do It Yourself,” and “Beauty School.” Viewers can find these series online at 90068thelooktv.com and in the future on cable, satellite, syndication, mobile and in international markets. As an editorial and photo site, THE LOOK features hundreds of articles and celebrity photos updated daily. In addition, each celebrity photo is enhanced with an ecommerce rollover capability that allows the consumer to purchase similar items to those worn by the celebrity in the photo. As an ecommerce store, THE LOOK offers hundreds of fashion, beauty and lifestyle products for sale on the site, both name brands and celebrity brands.

Alan Mruvka has over 25 years of experience in the entertainment business. His monumental successes in the entertainment industry include revolutionizing a genre of entertainment and celebrity based news by founding pop culture icon, E! Entertainment Television. Now in its 20th year, E! has an audience reach of 88 million cable and satellite viewers in the U.S. and 600 million homes internationally. While at E!, Mr. Mruvka executive produced over 20,000 hours of television programming while guiding the channel to the fastest growth of a start-up cable network in television history and also founded Movies USA magazine, a national movie magazine that was distributed free in movie theaters.

Media Contact:
Platform PR
Siri Garber 323-462-3021

###



Contact Information

Siri Garber

Platform PR

323 462 3021

Online Web 2.0 Version

You can read the online version of this press release [here](#).