



Mary Loomis-Shrier

CEO & Owner, Trashy Girls

Creator & Co-Owner, Trashy.com

VP of New Business Development, Trashy Lingerie

“Inside Every Woman is a Trashy Girl.”

Mary Loomis-Shrier began her public relations career in Fashion Photography for The Max Agency, Omar's Men, and It Models in the United States. Mary's innovative photographic style won her the cover of "Zero Magazine." Her interest in print and runway photography took Mary to Paris and London.

In 1997, Mary created and developed the on-line company Trashy.com. Within a few years, Mary catapulted this e-commerce site to its current status as a twenty-person corporation for Hollywood's landmark, Trashy Lingerie. Mary built the "Trashy" website without any advertising dollars, and increased sales by 300% in the second year.

With the success of the website, Hollywood came calling, and Mary took on a new role as a producer. She has produced and co-hosted various television segments for E! Entertainment Television and has also been featured with Trashy Lingerie on *Extra!*, *Hard Copy*, *Entertainment Tonight*, *Access Hollywood*, *The Casino*, and virtually every major television network. On the international scene, Mary Loomis-Shrier has been an on-camera host and producer for multiple television shows around the globe. Mary has also initiated numerous local radio station promotions throughout the country and on-line radio station publicity campaigns.

All of Mary's ventures have culminated into the creation of Trashy Girls, a sister company to Trashy Lingerie and Trashy.com. Mary developed the concept of dressing beautiful and sexy models in lingerie for special events. She produced a Trashy Girls DVD, plans amazing fashion shows, holds contests to find new Trashy Girls, and always leaves them wanting more.

Mary's Trashy Girls events have spanned the country from Los Angeles to New York. Five years ago, Mary began bringing the Trashy Girls to Las Vegas and they have been a regular attraction ever since. Her expertise at capitalizing on the Trashy brand for special events, led to an invitation to speak on a panel entitled "When the Brand Sells the Event" at the acclaimed Conference on Marketing in Las Vegas in early 2007.

In 2006, Mary orchestrated a deal between Trashy Girls and Ripe TV, obtaining a Trashy Girls television channel available on demand and on broadband. Each of the 22 episodes showcased a different Trashy Girl. With over 1.6 million VOD downloads, viewers flocked to the channel wanting to learn about their favorite Trashy Girls and making the show the first of its kind to register with the Nielsen Ratings.

Mary Loomis-Shrier is a native of Los Angeles, who graduated from Beverly Hills High School. She went on to study Psychology and Human Sexuality at San Francisco State University before returning to her life in Los Angeles.