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Joy Mangano taps Marcum Media to launch her newest infomercial for “Huggable Hangers”

Marcum Media is working with HSN’s Joy Mangano to launch an infomercial for her new “Huggable Hangers.” The first media test of the infomercial has already proved promising, especially on women’s networks such as Lifetime, Oxygen and WE.

The unique hangers help preserve the shape of clothes and reduce the need for ironing. The set includes both pants hangers and shirt hangers, as well as hooks and clips for skirts and dresses.

“Joy’s long line of successes goes to show that DRTV truly is the best way for inventors and entrepreneurs to launch new products,” said Nancy Marcum, CEO of Marcum Media.

The Huggable Hangers infomercial is the latest collaboration between HSN and Mangano’s company, Ingenious Designs. The two have also worked together on such DRTV hits as Miracle Clean, the Handy Hook Mirror and the long-running Esteban’s Gift of Guitar.

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