

Googly's are the latest trend in fashion! And now on TV!

This past Wednesday Imperial's Googly Balls made an appearance on Bravo's hit TV show Project Runway: Season 5 premiere!

Contestants were given \$75 and 30 minutes to shop for non conventional materials at a supermarket in NY to make a dress. One of the designers looking for original, creative, and fun products chose to purchase and use Googly's for his garment. Below is the youtube clip of them showing the logo. In addition, the balls were in the background or on a desk for about 1/8 of the entire hour long episode.

Bravo's debut of Project Runway on Wednesday at 9p attracted 1.8 million viewers ages 18-49 and 2.9 million total viewers. They are also repeating the episode several times a time a day and it will continue to be in heavy rotation for the rest of the season and then some!



<http://youtube.com/watch?v=ZaIXRMw2mOw> - 4:17 seconds in

