



***Oxygen cable network developing latest offering with a Garden State backdrop***

**BY LINDA MOSS**  
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The Garden State will be the setting for yet another reality-TV show, "Jersey Couture," that is in development for the Oxygen cable network.

The show, set in an upscale Freehold, N.J., women's formalwear shop, was part of the 2010 development slate that Oxygen unveiled at the Television Critics Association press tour in Pasadena, Calif., Sunday.

"Jersey Couture," a working title, is about a dress shop, Diane & Co., run by the Diane Scali and her family. The boutique is on Route 9 in Freehold.

"From canary yellow beaded sheaths to gold lamé, the Scali family offers over-the-top dresses to satisfy every girl's special event needs," Oxygen said in a press release.

The network said that "Jersey Couture" is "the ultimate dress-up show where running the family business means having a flair for fashion, accessories and the right undergarments."

The program is also the latest in a new TV trend: reality shows that are set in the Garden State. Those series include Bravo's "The Real Housewives of New Jersey," MTV's "Jersey Shore," TLC's "Cake Boss" and "18 Kids and Counting," and Style Network's "Jerseylicious," which debuts in March.

"Jersey Couture" is produced by Magilla Entertainment.

"With a no nonsense attitude, the Scali family's extravagant dress store is the premiere glamour stop in New Jersey," Oxygen said in its TCA press release. "Get ready for the Cinderella experience of a lifetime. Whether it's for her bride's maid's needs or her high school prom frills, when it comes to 'what to wear' to that elegant affair, no one gets the job done like the ladies at Diane & Co."

Oxygen is increasing its original slate of programming for two nights starting this spring.

"We are unveiling a robust development slate filled with new content that expands into a variety of genres and formats," Amy Introcaso-Davis, Oxygen's senior vice president of original programming and development, said in a prepared statement. "We're continually listening to our audience and our goal, as always, is to give viewers a spectrum of choice across a diverse line up of exciting concepts."