

# Bold&Zeal Returns to Hollywood for Harvest Luxury Gifting Lounge, Debuting Limited-Edition Hat Created for Emmys' Week

*The purpose-driven brand will place the Live Bold Trucker on Hollywood's biggest stylists, editors, and talent and give two away to the community that built it.*

LOS ANGELES , CA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Bold&Zeal, the purpose-driven lifestyle apparel brand that directs 10% of every purchase to the Christopher & Dana Reeve Foundation, today announced its return to Hollywood as a sponsor of Harvest, the premier celebrity gifting lounge of fall awards week, produced by The Marianna Group and taking place September 10, 2026, in Beverly Hills.

For its return, Bold&Zeal is debuting the Live Bold Trucker, a limited-edition hat made exclusively for Harvest. It is not available on [boldandzeal.com](https://boldandzeal.com). Nearly all of them will leave the room that day on the heads of celebrities, stylists, entertainment editors, and media. Two will not.



Live Bold Trucker Hat

"Nobody rises alone," said Erica Bazerkanian, Co-Founder and CEO of Bold&Zeal. "Behind every woman who is building something, there is someone who believed in her first. That is who these two hats are for. One for the woman doing the hard, quiet work, and one for the person who has been carrying her through it. Hollywood will help us be seen, but this community is why there is anything to see."

Beginning August 31, 2026, Bold&Zeal will run a national [social media giveaway](#) of the Live Bold Trucker across [Instagram](#) and [Facebook](#). One winner will receive two Live Bold Trucker hats, one to keep and one to give to the woman who has carried her through something, along with a \$50 Bold&Zeal gift card. Entry is free, no purchase is necessary, and full official rules will be posted at [boldandzeal.com](https://boldandzeal.com).

The giveaway deliberately echoes the brand's origin. Bold&Zeal was founded by Bazerkanian after her father, Jeff "Papa" Stone, suffered a spinal cord stroke in June 2016 that left him

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*Erica Bazerkanian*

paralyzed from the neck down. He lived five months with what his family describes as extraordinary courage before passing away at 71. In his memory, Bazerkanian has run eight marathons with Team Reeve and personally helped raise more than \$215,000 for paralysis research and advocacy through the founder-led movement #IAMSTONE. Bold&Zeal carries that commitment forward commercially, sending 10% of every purchase to the Christopher & Dana

Reeve Foundation.

"Hollywood gets us seen. That matters, and I'm grateful for it," Bazerkanian said. "But visibility is only useful if it moves something. Every hat that walks out of that lounge is a conversation about a community that most people never think about until it happens to their family."

Harvest draws more than 150 celebrities, VIPs, and members of the media, with past events covered by outlets including Entertainment Tonight, Access Hollywood, The Hollywood Reporter, Variety, People, KTLA, and FOX 11. Bold&Zeal previously appeared at The Marianna Group's A Toast to Hollywood lounge in March 2026, an appearance the brand credits with opening media and influencer relationships it is still building on.

Bold&Zeal will be releasing behind-the-scenes content from the event across @boldandzeal on Instagram and Facebook, and Bazerkanian is available for interviews before and after September 10.

#### About Bold&Zeal

Bold&Zeal is a purpose-driven lifestyle apparel brand founded by Erica Bazerkanian, built from personal loss and dedicated to inspiring people to live boldly and rise through adversity. Through intentional, premium design and an ongoing give-back model, the brand directs a portion of every purchase to the Christopher & Dana Reeve Foundation in support of the paralysis community. Prior to founding Bold&Zeal, Bazerkanian spent 30 years as a senior marketing executive in the biotech industry and holds an MBA from The Wharton School. Bold&Zeal is based in Simi Valley, California. Learn more at [boldandzeal.com](https://boldandzeal.com) or follow @boldandzeal.

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Harvest is produced by The Marianna Group and is not affiliated with, sponsored by, or endorsed by the Television Academy or NATAS. The Bold&Zeal giveaway is not sponsored, endorsed, or administered by Meta. No purchase necessary. Open to US residents 18+. Void where prohibited.

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