LOS ANGELES, Apr. 15, 2017 -- Marketing master Tim Sharif announces PoshBox, a quarterly lifestyle subscription box, adding to his already successful lifestyle brands 310 Nutrition, Kashmere Kollections, and Beachwood Essentials. PoshBox’s mission is to be the launching platform for new and exclusive lifestyle & beauty products for women. Subscribers will receive full-size health, beauty and lifestyle products for $49.99 per quarter. PoshBox is a seasonal subscription and will be offered 4 times per year. The subscription box will feature products from reality-star Kim Zolciak-Biermann’s Kashmere Kollection.

“PoshBox is for those people who love and want to discover new products and lifestyle brands,” said Tim Sharif. “With exclusive and unreleased products featured in every box, we are confident that this is the right lifestyle subscription box for women looking for something new.”

Active PoshBox subscribers will also get access to the VIP Store, which gives them exclusive prices on all products inside PoshBox. This is a value-add for all the vendors inside the box, as revenues are split with the vendor.

PoshBox has been drumming up excitement using a viral Facebook live campaign the week leading up to the launch of the product, giving away 100s of thousands of dollars in products and gift cards to lucky winners on their 6-8 hour daily live streams. Since the initial giveaway, celebrity guests on the live giveaway have included Boris Kodjoe of *Code Black* and the *Real Husbands of Hollywood*, Kim Zolciak of *Don’t be Tardy* and *The Real Housewives of Atlanta*, and Kroy Biermann of the Atlanta Falcons*.*

PoshBox’s introduction will add to the already large market of lifestyle-focused subscription boxes. In recent years, the subscription commerce industry has boomed by over 3,000% thus subscription boxes are one of the fastest growing segments of online retail. Much of the perpetuation of the success of this model can be attributed to social media, multimedia sites and blogs.