

Socialite/Heiress Lydia Hearst Is Not Shy!



Move over "I'm running for President" Paris Hilton. There's a new socialite heiress ready to steal your spotlight and she won't be giving it back any time soon either.

Meet Lydia Hearst.

Early this week she was caught kissing *Danity Kane's* Aubrey O'Day.

Then came the news that she is the new face of [Myla Lingerie](#) (photo above).

On Tuesday sticking with what was already a controversial week she hosted *Freshpair.com's 6th Annual National Underwear* day with a cocktail party and fashion show.

We can assure you this isn't the last time you'll be hearing about Lydia Hearst.

More photos of Lydia's *Myla Lingerie* shoot after the jump.