

**FOR IMMEDIATE RELEASE**

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## **Press Release**

### **Clogs by C&C Sweden Featured on The TODAY Show Fashion Trends 2010**



West Palm Beach, FL. (Clogs by C&C Sweden) January 12<sup>th</sup>, 2010 – The Scandinavian Company, leaders in innovative, fashionable, and functional Scandinavian lifestyle products, had their collection of fun and funky Swedish clogs featured on the TODAY show, January 12<sup>th</sup>, 2010. The clogs appeared during the ten o'clock hour with Kathie Lee and Hoda. Clogs by C&C Sweden were included in the Buzz-Worthy Trends of 2010 segment with Bobbie Thomas, who described the clogs as a casual, comfortable line that she loves. She also noted that they look cute with jeans and shorts. Clogs by C&C Sweden shared the spotlight with the likes of fashion icons, Louis Vuitton and Chanel. C&C Sweden, however; was the only label highlighted on screen with contact and web information.

Bobbie Thomas, the show's Style Editor for the past four years, instructed viewers to "Stomp Their Way into Style", with clogs this year. In her Trends 2010 article, she writes that Hollywood Celebs are scooping pairs from C&C Sweden. Celebrity events hosted by Lash Fary, Owner of Distinctive Assets, Hollywood "Gifting God" to the stars, and fan of Clogs by C&C Sweden, have generated National attention, and the spotlight will be on them again, as part of the gifting bag awarded to this years Oscar Nominees.