Hollywood Celebrities Love Handcrafted Swedish Clogs by C&C SWEDEN Featured on The ...

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

West Palm Beach, FL (MMD Newswire) March 30, 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 12th, 2010. The clogs appeared during the ten o'clock hour with Kathie Lee and Hoda. The handcrafted Swedish 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 the handcrafted Swedish 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.

Clogs by C&C Sweden were designed by Carina Wood, RN, and are handcrafted by a third generation Swedish cobbler in Stockholm Sweden. They are incredibly light-weight, anti-slip, and offer "Extreme" arch support. The durable, polyurethane bottoms feature air channels, and give wearers a "bouncy" stride. The leather uppers come in a variety of unisex colors, metallics, fun prints and "cut-outs", with many styles having the option to be customized with shoe charms.

Clogs by C&C Sweden are ideal for and anyone who values comfortable and stylish footwear. "Nothing is more gratifying, than being able to provide comfort with a fun and fashionable twist to her customers" says Carina.

The Scandinavian Company, headquartered in West Palm Beach, Florida, is the distributor of luxury, Scandinavian brands. The mission of The Scandinavian Company is to introduce the luxury and simplicity of Scandinavian Design to the USA.

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