



The Pink Monogram

The Original Monogrammed Clog



The Pink Monogram Story

“My success has happened by chance,” says Monica Smith, President of The Pink Monogram, the original monogrammed clogs. “What started out as a hobby has turned into an amazing opportunity for my entire family.”

The opportunity Smith is referring to is the booming business of monogrammed clogs and sandals, the latest footwear “must-have” to hit the fashion market. Customers design their own shoes - choosing from nubuck, suede, leather, or wool uppers, deciding on a flex sole or a wooden sole, and adding their own unique style with a personalized monogram or embroidery in the colors of their choice.

Smith, who has lived in Greenville, SC for over twenty years, never dreamed she would own her own business. “I was a first grade teacher, I carpooled, went to soccer games. I started sewing when my daughter was born nine years ago. A year or so later I bought an embroidery machine and started monogramming as a hobby and for friends,” said Smith. By 2003 she was making purses and other items to sell and provide for local fundraisers, and in June of 2004, she launched the monogrammed clog. “The interest was amazing,” said Smith. “Every time I went out, people would stop me and ask where I got my clogs.”

The Pink Monogram obtained a booth at the Fall 2004 Merchandise Market Fair and secured 20 accounts. The growth has more than doubled each year since, and as of June 2007, The Pink Monogram original clogs are in over 600 stores nationwide. Smith has also received over 3000 orders from the website www.thepinkmonogram.com. In January 2007, Smith and her husband opened a retail storefront in Greenville and they currently employ 14 people, almost all of which are working mothers. “The women I work with are smart and passionate about succeeding,” says Smith. “Moms are one of our largest customer bases because the clogs are stylish, yet very comfortable.”

The Pink Monogram shows their latest styles twice a year to retailers at The Atlanta Merchandise Mart. The original monogrammed clogs were the Product of the Month at the July 2006 gift show. Smith’s success at the market had led to a consulting position for the Atlanta Mart Magazine for other new businesses. “I help new businesses with their market ads and get them set up on the website to help them introduce their products. I feel fortunate for the success we have had and want to help other new businesses have the same opportunity”, says Smith.

The original monogrammed clogs and Smith’s story has also gained attention from the media. In the summer of 2006 Smith was interviewed on the Lisa Bernbach radio show and has also been featured on the radio by Katyshops in Atlanta. Embroideryarts.com featured Smith in their Monogrammer Spotlight feature in 2006. She has been in GSA Business Magazine and will be featured on the TBS show *Movie and A Makeover* in August 2007.

Yet even with the many hours she spends running her business, Smith still is involved with local charity organizations and with her children’s activities. “Staying involved is important to me,” says Smith. “I’ve even been able to use the business and sponsor local little league teams. We established the Homerun Hitting Club. Anyone who hits one out of the park gets a monogrammed bat bag. Smith also contributes to most silent auctions in the area to help support area charities.

“I have been so fortunate,” says Smith. “I owe a lot of the success of The Pink Monogram to the support of my family and friends. It has been a fun adventure building this business. I have even started teaching my nine-year-old daughter how to sew. You never know where a hobby can take you! I am the example of The American Dream!”

The Pink Monogram is a manufacturer of custom monogrammed clogs, sandals, and gift items. Based in Greenville, SC, The Pink Monogram operates a retail store and distributes products online and through hundreds of retailers nationwide. For additional information, visit www.thepinkmonogram.com. For interviews or to feature The Pink Monogram in media, please contact Luci Givens at 864.421.9608 or lgivens@spinmarketingpr.com.





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FOR IMMEDIATE RELEASE

This Year's Hottest Gift Item for Her: The Original Monogrammed Clogs

Greenville, S.C. - Everyone wants to give "that perfect gift" to their loved ones during the holidays. This holiday season, The Pink Monogram is helping shoppers find the best gift by offering the hottest item on her wish list: The Original Monogrammed Clogs. The clogs offer a personalized touch with creative flair, style and comfort.

"The holiday season is our busiest time," says Monica Smith, owner of the Pink Monogram and creator of The Original Monogrammed Clogs. "The clogs are a perfect gift for any age and since they can be tailored to an individual's personality, it shows how much thought went into the gift." For those shoppers who aren't sure of the perfect colors, The Pink Monogram offers gift certificates.

The Pink Monogram manufactures custom clogs, sandals and personalized gifts in a multitude of colors and styles. Visitors to www.ThePinkMonogram.com may choose from nubuck, leather, wool or suede uppers and select from a rainbow of embroidery colors and styles to create their own "dream shoe" online. Prices range from \$150 for adult clogs to \$90 for children's clogs. "You have the power to choose the style and colors you want to match your personal palette," said Smith. Because each pair is made to order, the Clogs take 6-8 weeks for production and delivery. The Pink Monogram recommends placing holiday orders by November 1 to ensure delivery by Christmas.

In addition to the clogs, The Pink Monogram also offers many other items to complete your holiday shopping and locate those hard-to-find stocking stuffers. Hot items include unique handbags, luggage, sterling silver hand engraved belt buckles, and wooden jewelry - all available with personalization! The shop has recently added new machines to monogram and embroider up to 20 by 20 inches, and has added new fonts and images to the monogram gallery.

The Pink Monogram line is currently available in stores nationwide, as well as online at www.ThePinkMonogram.com.

Editor's Note: For interview, contact Luci Givens at (864) 421-9608. Or contact Monica Smith at The Pink Monogram 864-271-3587 for more information on the Monogrammed Clogs.



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FOR IMMEDIATE RELEASE

PERSONALIZATION LATEST FALL FASHION TREND WITH CUSTOM MONOGRAMMED CLOGS

Greenville, S.C. - From black suede clogs with hot pink letter monograms to pink leather clogs with hand-painted polka dots or pom-pom fringe, shoes from The Pink Monogram™ are hot for fall 2007 as women look for a new level of personalization - and comfort.

“Women today are going beyond the traditional boot or sneaker to a fun, classy with a twist fashion statement with custom embroidered shoes and clogs that they can wear literally everywhere,” said Monica Smith, President of The Pink Monogram™.

The Pink Monogram manufactures custom clogs, sandals and personalized gifts in a myriad of colors and styles. Visitors to www.thepinkmonogram.com may choose from nubuck, leather, wool or suede uppers and select from a rainbow of embroidery colors and styles to create their own “dream shoe” online. Prices range from \$150 for adult clogs to \$90 for children’s clogs. “Now you have the power to choose the style and colors you want to match your personal palette,” Smith said. “If women want to view the clogs first hand to look at styles and colors, they can also visit one of the hundreds of boutique retailers that carry The Pink Monogram line.”

As a busy working mother of four who left behind a career as a first grade teacher to grow The Pink Monogram, 45-year-old Smith, lives the hectic lifestyle of toting children to soccer, baseball, church and back again - all while leading a burgeoning entrepreneurial company. “Custom monogram clogs fit the lifestyle of a busy mother looking for both style and comfort,” she said.

And for Smith, the new form of mass customization that brings personalized items to women and children has also meant the birth of a big business. In a short time, the company rapidly outgrew the basement of the family’s home where embroidery machines once buzzed and in the fall of 2006, Smith opened a Pink Monogram retail store in Greenville, SC. “The new level of customization - whether that’s through a monogrammed navy suede upper with red embroidery thread or a hand-painted zebra patterned heel - gives customers a chance to create and own something that is uniquely theirs,” she said. “Women can express their personalities in a fun way, and still have shoes with comfort,” she said.

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FOR IMMEDIATE RELEASE

The Original Monogrammed Clogs to Debut at New York AccessoriesTheShow

Greenville, S.C. - The Pink Monogram will make a first appearance at AccessoriesTheShow, which will be held in New York August 5-7, 2007. The Original monogrammed clogs will be at the Jolucka Jean Jackets Booth 2311. The Pink Monogram hopes to expand their national coverage by introducing the clogs to new retailers.

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“It is an exciting opportunity for us to be visible at AccessoriesTheShow in New York. We are developing new styles and options for the clogs and we are excited about the growth of the company,” Smith said.

AccessoriesTheShow will run August 5-7, 2007 at the Jacob K. Javits Convention Center at 655 W 34th Street in New York. It is an edited show covering every category of accessories. The Show features a cornucopia of new Market Faces, Fine Nationally Advertised Brands, Key International Collections and Unprecedented Amenities. Replete with every category in demand, the Fall/Winter Collections exhibit floor is a must see! The Pink Monogram line is currently available in stores nationwide, as well as online at www.ThePinkMonogram.com.

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The Pink Monogram
2007 Show Dates

Miss Harriett & Co.
Harriett & Rick Smith
Atlanta Apparel Mart - Ste 13S-336
250 Spring Street
Atlanta, Ga. 30303
404.521.0601.
missharriettco@bellsouth.net

JACKSON July 29-30, 2007

NASHVILLE August 11-13, 2007

ATLANTA August 17-21, 2007

CHARLOTTE August 24-26, 2007

BIRMINGHAM September 12-13, 2007

LEXINGTON September 15-17, 2007

JACKSON September 22-24, 2007

CHARLOTTE October 5-7, 2007

NASHVILLE October 9-11, 2007

ATLANTA October 12-16, 2007

Joluka Jean Jackets
Cheryl Lentine, CEO
www.joluka.com
508.958.4687
cheryl@joluka.com

August 5-7 2007

"FAME"

Jacob K Javits Convention Center
Booth #2311
New York, NY

Oct 6-8, 2007

"Global Beauty Exhibition and Conference"

Booth # 656

Jacob K. Javits Convention Center
New York, NY

Oct 14-17, 2007

"Apparel/ Accessories Market"

AmericasMart-Wanda Webb's Showroom #8E111-B
Atlanta, GA

Nov 1-3, 2007

"New York Gift Cash and Carry Show"

Booth #320

Jacob K. Javits Convention Center
New York, NY

Dec 11, 2007

"Massachusetts Conference for Women"

Boston Convention & Exhibition Center
Boston, MA





The Pink Monogram

The Original Monogrammed Clog



USA Made and
Personally Tailored
Just For You!

Order
Today!





The Pink Monogram Logo



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