

Showcase Wraps up its Customers in the Softness of a Cloud - and Leaves them Breathless - with Cloud 9™ Comfort Clothing

Showcase, the world's largest brick & mortar retailer of "The Best of 'As Seen on TV and More" is proud to introduce the Cloud 9™ brand of home comfort and bedding products in both its retail outlets and on www.ShopAtShowcase.com.

Brampton, Ontario (PRWeb) December 13, 2007 -- Showcase, the world's largest brick & mortar retailer of "The Best of 'As Seen on TV and More" is proud to introduce the Cloud 9™ brand of home comfort and bedding products in both its retail outlets and on www.ShopAtShowcase.com.

Featuring relaxing and comforting items such as blankets, slippers, robes, pillows and socks made from incredibly soft and plush CloudSoft material, Cloud 9™ aims to be the first articles of clothing and linens people reach for when they want to keep warm and stay cozy - especially on cold winter nights.

"There have been many products that I've been impressed with. But when we first introduced Cloud 9™ to the public, the response was incredible! People were clamoring to touch, wear, and take home the entire line of Cloud 9™ products. And all our retail store managers couldn't wait to feature Cloud 9™ in their stores, as they knew it would be a big hit," explains Rob Watt, senior non-TV buyer of Showcase. "When I saw the excitement and positive response from both our customers and our store managers, I knew that we had something special on our hands. Now, we're happy to offer Cloud 9™ to our retail and online visitors," adds Watt.

The secret to each Cloud 9™ product's incredible softness is that they are made with CloudSoft material - a special combination of materials and fibers when, put together, create a plush, warm and velvety blanket, robe and much more that's almost irresistible to put on.

The entire Cloud 9™ product line features items which are ideal for lounging, relaxing or simply hanging out around the house in absolute comfort and style. Additionally, each Cloud 9™ item is available in colors and sizes for both men and women:

- Cloud 9™ Super Soft Spa Robe: A comforting robe that wraps the body in warmth and softness.
- Cloud 9™ Super Soft Cuddle Blanket: The perfect blanket to huddle under and keep warm on cold nights.
- Cloud 9™ Super Soft Slippers: Adjustable drawstring slippers to keep feet and toes cozy and warm.
- Cloud 9™ Super Soft Socks: Form fitting socks that envelop feet, toes and ankles in velvet-soft comfort and style.
- Cloud 9™ Super Soft Miracle Pillow: The softest pillow ever made to enjoy a perfect night's sleep - every night.
- Cloud 9™ Super Soft Travel Pillow: Provides soft and soothing comfort for the head and neck while on the go.
- Cloud 9™ Foot Comforters: Soft booties that keep feet toasty and warm against cold floors.

"People are working harder than ever before, and deserve to be comfortable when they rest and relax. An

important part of that comfort is giving the body incredible comfort and softness. Cloud 9™ products are the perfect way for people to stay comfortable in the most comfortable place they know - their homes. When people visit any Showcase retail stores, we encourage them to wear and try on Cloud 9' products. That's because Cloud 9™ items are truly products that have to be seen - and worn - to be believed. And we promise that you won't feel anything quite like Cloud 9™" says Watt.

For more information about the entire line of Cloud 9™ products, visit any Showcase store location in Canada, or visit www.ShopAtShowcase.com.

About Showcase

Showcase is world's largest brick & mortar retailer of "The Best of As Seen on TV and More!" Showcase offers the most fun, interactive, new, and unique products ever - all in a retail environment where you can "try it before you buy it" - we call it retail-tainment! Founded in 1994 with our first store in Edmonton, Alberta, Showcase is now coast-to-coast with 40 stores in major shopping malls across the country. And now, with www.ShopAtShowcase.com, customers can enjoy a fun, safe and interactive online shopping experience.

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