

# Liquidation Channel Press Release

For Immediate Release

**Summary:** The Liquidation Channel announces launch of new blog.

## **Re-launched LC blog tackles the latest fashion tips and trends**

The Liquidation Channel (LC) is proud to announce the re-launch of their LC Style blog. LC Style is set to be a reliable source for the latest fashion tips and trends, featuring seasonal style guides and weekly style tips.

LC's first foray into blogging began in 2008, but it wasn't until 2014 that the LC Style blog found its voice. This recent re-launch has the jewelry and accessory company's blog focusing on trend spotting and seasonal style. The LC wants to help customers stay up-to-date with the latest fashion trends.

As a global leader in the direct sales of rare and exotic gemstones, diamonds, precious metals, luxury goods and a variety of lifestyle products and accessories, the LC has created a website where shoppers can easily explore the latest fashion trends in jewelry and accessories.

"We are extremely proud of the LC Style blog," LC Social Media and Digital Manager Chase Eastman says. "We wanted to create an engaging place where customers can go to get the latest fashion trends and tips, while still getting to know their LC Family."

Throughout each month, LC Style will showcase different "How-To Guides." For example, readers can learn how to make different jewelry work for every occasion, how to wear a scarf, how to mix and match, and more.

LC Style is also an opportunity for customers to get a behind-the-scenes look at the LC Hosts. "Hosts with the Most" is a feature that introduces readers to a different LC host every month. Shoppers can learn more about their favorites host's background, jewelry expertise, what they do when they're not on-air and more.

Access the LC Style blog by visiting <http://blog.liquidationchannel.com/>.

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is an Omni-channel business comprised of a home shopping TV network, an ecommerce business, and an outside sales/wholesale segment. It is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. LC specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The channel's unique jewelry is available online at LiquidationChannel.com and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 159, ROKU, AT&T U-Verse 399 and 1399 (HD), and local cable channels.