



Get Your
Socks On

GET IN TOUCH

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WHAT IS SUPERSOX?

SuperSox was founded by Harsh and Vivek Saraf in August 2012 – with a vision to offer the widest range of the best quality socks to Indian consumers of all ages.

The well-heeled duo have always been picky about how they presented themselves. While packing for a friend's bachelor party in Vegas, they realized that they'd run out of their favorite pair of socks and no store had those particular mercerized cotton ones with the seamless toe. Determined to set things right, they created SuperSox to ensure that anyone in India, looking for a great pair of socks were totally spoiled for choice.

SuperSox is thus, a young brand with a vibrant personality that brings socks of superb quality and international styles to the Indian consumers.

CORE VALUES

We design and make socks that reflect the core values of team SuperSox, which are:

- To be vibrant
- To stay cool & comfortable
- To always be suave and stylish

BRAND HISTORY AND APPROACH

The brand SuperSox was founded at the house of India's preeminent manufacturers and exporters of premium and luxury socks - Superknit Industries

Superknit's socks are well known for its quality socks in India, the Middle East and Europe

SuperSox was established with a strong understanding of the global industry and India's diverse market

The brand has a glocal approach to design & development, product quality, and brand management

THE PRODUCT RANGE

Supersox has the largest range of socks and allied products that any brand in the world can offer. The socks are created with a variety of different permutations and combinations that make a sizeable variety in the number of products we offer.

SUPERSOX MEN

15 Years and Above

Lengths & styles

- Regular
- Ankle
- Knee
- Footie
- Sneaker

Yarns

- Combed Cotton
- Mercerized Cotton
- Terry
- Wool

Patterns

- Solids
- Motifs
- Stripes
- Blocks
- Triangles
- Argyle
- Army
- Jacquard
- Invisible
- Ribbed

More Supersox

- Football Socks
- Royale Collection
- Socks for Diabetes
- Socks for Blood Pressure
- Wrist Bands
- Knee Supports
- Elbow Supports
- Bottle Sleeves



SUPERSOX WOMEN

15 Years and Above

Length & Styles

Regular
Knee
Ankle
Footie
Thumb
Window



Yarn

Combed Cotton
Terry
Wool

Patterns

Solids
Motifs
Stripes
Skin
Invisible
Neon
Ribbed



More Supersox

Tights
Arm Warmers
Leg Warmers
Bike Socks
Socks for Diabetes
Socks for
Blood Pressure

SUPERSOX KIDS

5 to 14 Years

Length & Styles

Regular
Ankle



Fabrics

Combed Cotton
Terry
Wool



Patterns

Pleins
Kiddie Prints
Stripes
Argyle



Kidcentric

Uniform
Casual
Sports



FOR BABIES

6 Months to 4 Years

Quarter Lengths
Combed Cotton &
Terry Fabrics
Kidsee Prints



FOR NEW BORN

0 to 6 Months

Quarter Lengths
Combed Cotton &
Terry Fabrics
Kiddie Prints



SUPERSOX EXCLUSIVES

At SuperSox, we continue to design and innovate new products on a regular basis. We specially create several unique collections to cater to the diverse demand for socks.

Mercerized Cotton & Seamless Toe Design

→ Apart from several lines of premium quality combed cotton and woolen kinds, SuperSox offers their Indian consumer - the sophisticated and classy looking, mercerized cotton socks.

→ Mercerized cotton is made with the finest cotton yarn of high staple that is put through a highly specialized process to produce stronger, smoother and shinier cotton.

→ Another key factor of SuperSox is the seamless toe design. The seamless toe prevents socks from bulging and creasing at the toes. The seamless toe design lends extreme comfort and a smooth finish to socks.

Here are a few examples of the several, exclusive SuperSox lines:

- Royale Collection – the luxury line for men
- Funky Times - trendy new styles for men & women
- Window socks for air circulation for women
- Health related products for diabetes and blood pressure patients
- New and unique colourful prints for children





SUPERSOX USP's

The Sock Specialist: We supply the finest quality of socks that are exported to several countries in Europe & the Middle East

The Product Range: We offer the widest range of socks for all age groups and are present through the consumers' lifecycle

The Exclusive Range: Supersox designs and develops trendy and luxury lines of socks that are perfect for all occasions

Competitive Pricing: Our products are reasonably priced and are affordable

Complete Solutions: We are a one stop-shop socks solution for the entire family

SUPERSOX IN INDIA

SuperSox socks has a strong nationwide network of over 300 distributors and our products lines are available at more than 10,000 stores across the country.

SUPERSOX RETAILERS IN INDIA



SuperSox on leading e-commerce sites such as:



SUPERSOX MARKETING & PROMOTIONS

At SuperSox, we dedicate a large amount of resources towards marketing and promoting the brand. We have a strong brand presence nationwide due to several marketing efforts:

POS Advertising



Print Advertising



Bodywear Bulletin
Feb 2016

Lace N Lingerie
May 2016

Apparel
June 2013



Public Relations



Afternoon Dispatch and Courier
June 2018



Lace N Lingerie
Dec 2015



The Statesman
May 2016



ET Panache
June 2018



Bodywear Bulletin
May 2016



ET Panache
June 2016

Blogger Interactions



A bit of everything
June 2016



Kids Stop Press
June 2016



His style closet
June 2016

Social Media Marketing

We have been promoting SuperSox across several social mediums since its inception. Our followers are growing and so is our brand presence:



Likes on Facebook - **26,369**



Followers on Twitter - **804**



Followers on Instagram - **1,646**

YOU CAN ALSO FOLLOW US ON:



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