



An International Roadshow Of The Socks Kind!



Socks have been a part of the global fashion culture since the 8th century. They are essential to almost every individual with a wardrobe. One may not think of socks as a significant part of one's ensemble, but they do inevitably embellish the attire; lending a softer tone to the person's look or adding an unmissable oomph.

This September, SuperSox - a young brand with a vibrant personality that brings socks of superb quality and international style to the Indian consumers hit the road and took its wares to four cities in Punjab (India).

Cities like Chandigarh, Bhatinda, Mansa and Burnala in Punjab were picked and the Supersox sales team began planning the show. Prestigious event venues at Hyatt Hotel, Chandigarh, the Burnala Club, Burnala, Four Seasons, Mansa and Hotel Sophia, Bhatinda were booked, prepped and opened for business. The national sales team and local distributors made an invite list of 500 retailers and store owners in the area that stocked products for the entire family, shoes, hosiery products and multibrand clothing retailers were invited too.

With the forthcoming winter season, showcasing the wide range of Supersox products in select cities of Northern India

proved to be a good decision for the brand. The Supersox product offering which has the largest range of socks and allied products for all ages were well received by the retailers. Several orders were bagged for the popular warm socks in vibrant prints and colours, tights, arm warmers, leg warmers as well as for the combed cotton and mercerised cotton varieties.

Harsh Saraf, Business Development Head – Supersox said “A roadshow is the best way to showcase the Supersox brand and our entire range of products to retailers around the entire country. This way, our sales team connect with local vendors face to face and set a positive tone to business deals right from the beginning.”

About Supersox

Supersox is a young brand with a vibrant personality that brings socks of superb quality and international styles to Indian consumers. It has a vast product line with over 4000 patterns for Men, Women, Kids and Newborns.

Supersox was established in 2012 and has since been present in the Indian market through a strong, nationwide network of 300+ distributors on board. SuperSox products are available across 10,000 plus retail stores across India.

