

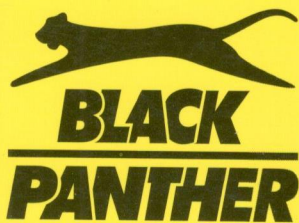
BUSINESS OF

INNER FASHION

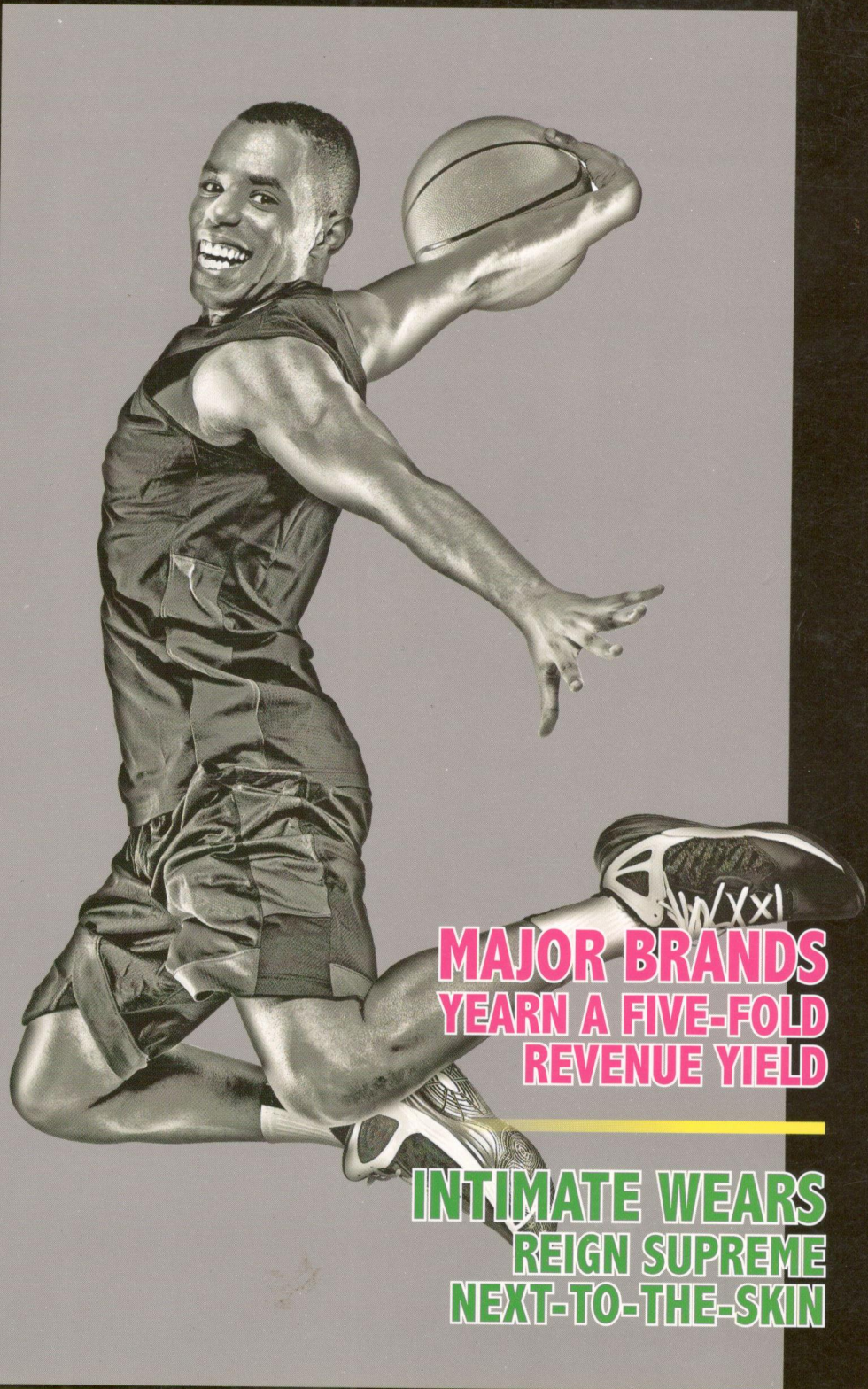
THE INTIMATE FASHION INDUSTRY

RNI : DELENG/2016/73755
DL(E)-20/5532/2018-2020 /POSTING DATE : 17-18

Vol-1 | Issue-11 | JULY-2018 | Pages-188 | Rs. 50/-



THE FLEX TO MAX



**MAJOR BRANDS
YEARN A FIVE-FOLD
REVENUE YIELD**

**INTIMATE WEARS
REIGN SUPREME
NEXT-TO-THE-SKIN**

TOTAL SPORTSWEAR SOLUTIONS

India's Largest Range Of Sports Apparel & Accessories

SUPERSOX THE COMFORT & LUXURY WEAR

Supersox®



'Supersox' – a Premium Socks brand from India, was successfully-launched in 2012, with the vision to

offer the widest range of the best quality socks to Indian consumers of all ages. A young brand with a vibrant personality that brings socks of superb quality and international styles to the Indian consumers was born.

In the world of designer luxury wear, Supersox makes something fabulous for all in at amazing prices. A wide range of socks including plain, colourful, funky, royal, corporate, wedding, casual; whatever your reason or occasion be! The aim is to provide everyone with fashion and comfort right at their feet, quite literally.

Pull up your socks and shop them now. Supersox - a sock brand that gives you super powers - well, almost, since they fit perfectly, look stupendous and bring out the best in you!

Supersox is the only sock brand that has the widest range of products with over 4000 patterns for Men, Women, Kids and Newborns. Apart from several lines of premium quality combed cotton and warm socks, 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. In accessories Supersox produces premium quality Regular & Winter

tights, Biker socks, Wrist band Arm & Leg warmers.

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.

Supersox exclusive lines incorporate.... Royale Collection – the luxury line for Men; Funky Times - trendy new styles for Men & Women; Sports Socks for Men, Women & Kids; Window socks - Women, improved air circulations for legs; Health related products for diabetes and blood pressure patients; New and unique colourful prints for Children; Other Brands & Licensed products; Luxxio handkerchiefs: Executive, Premium & Business Class; Supergear boxers; Star Wars series; Frozen series; Avenger series; Spiderman series; Roadies series.

Supersox is instituted by SuperKnit Industries - India's pre-eminent manufacturers in the apparel and textile industry currently exporting to renowned international brands in the US, Europe and Middle East. SuperKnit is globally known for its variety, superior quality and product durability. Supersox was incepted with the vision to provide the same comfort & quality to the Indian consumers. Along with variety and

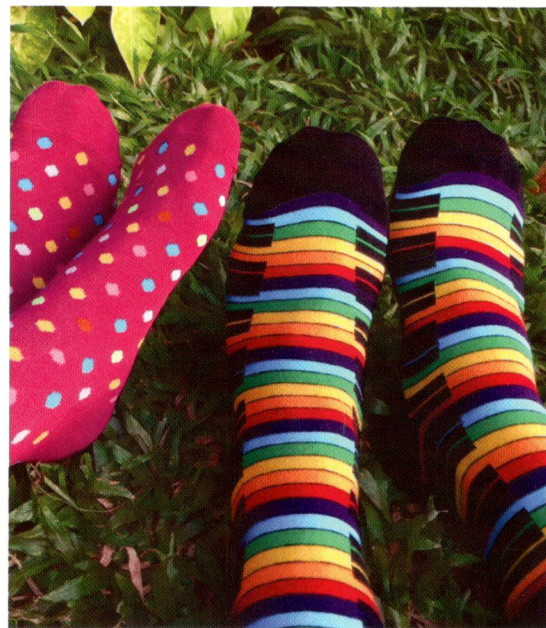


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MACHO

SPORTS WEAR INDUSTRY

A TESTED CHANGING CHALLENGE

**INDIA RETAIL SALES
TO SURPASS
\$1.25 TRILLION BY 2018**

**ATHLEISURE
CHANNELISE
INTO LUXURY FASHION**

sportored
KHELTE RAHO

TRACKS | T-SHIRTS | BERMUDAS | GYM VESTS

SUPERSOX **THE COMFORT & LUXURY WEAR**

Supersox®

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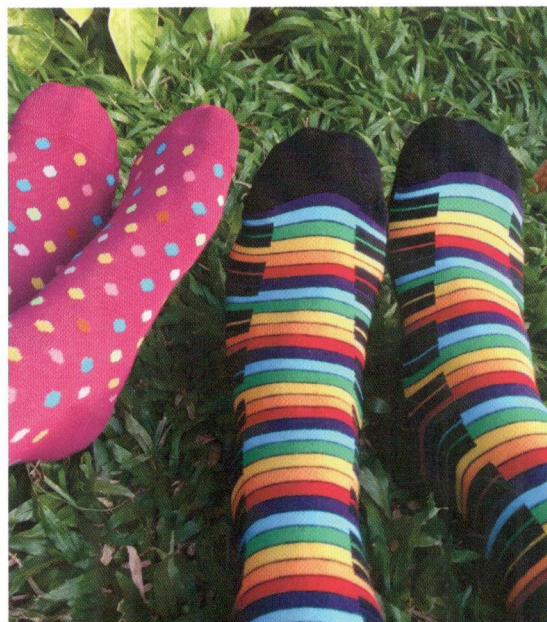


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MEN | WOMEN | KIDS

**DOMESTIC FASHION MARKETS
CONTINUE MUSHROOMING.....**

**INDIAN HOSIERY INDUSTRY
@ THE HELM INDIA & ABROAD**

**VIRTUAL VERACITY
UN-IMPORTANT
TO SHOPPERS IN-STORE**

**COUNTRY'S \$50BN
E-COMMERCE STANDSTILL**

PE ENERGY

Supersox

SOCKS EMPIRE ENTWINES CLASS @ SUPER KNIT INDUSTRIES (SKI)

“ Successfully, founded by Naval Saraf, 'Super Knit Industries' is headquartered at Lower Parel in Mumbai (Maharashtra). And its long-term interaction with world markets has given Super Knit a very good understanding of global trends and the recognition of having the finest product quality standards in the market. ”



Naval Saraf, CEO & Founder, Super Knit Industries studied Man-Made Fibre Technology and specialised in Knitting Technology from SASMIRA Institute of Textile Technology in the mid-70s. Soon after graduating, he began his career in the field of socks manufacturing and innovation. He founded Super Knit Industries and his sole passion since inception has been Quality, Quality and Quality! He single-handedly set up the business and the manufacturing facility in Daman. He ensured that the factory was equipped with the latest technology to manufacture socks of incomparable quality. India's pre-eminent manufacturers of Premium and Luxury Socks ever since 1999, equipped with latest Italian & Korean machine which ranges from 72 needles to 240 needles. Super Knit Industries is one of India's pre-eminent manufacturers and exporters of premium and luxury Socks since May 1999. Expertise is in 200 needles fine gauge 100% gassed mercerized cotton socks in both double & single cylinder with the annual production

capacity is about 10.8 million pairs with over 75% is exported to Europe, Middle-East and America.

Supersox, Luxxio & Supergear are the brand extensions of Super Knit Industries. Interestingly, Socks have been a part of the global fashion culture since the 8th Century. They are essential to almost every individual with a wardrobe. And whilst one may not think of socks as a significant part of one's ensemble, they do inevitably-embellish an attire; lending a softer tone to the



person's look or adding an un-missable oomph. Understanding this, Harsh Saraf & Vivek Saraf launched 'Supersox' – with a vision to offer the widest range of the best quality socks to Indian consumers of all ages. Supersox was inceptioned and founded in August 2012, a young brand with a vibrant personality that brings socks of superb quality and international styles to the Indian consumers. Offer the widest range of best quality socks to Indian consumers of all ages.

“Our philosophy is to build a long-lasting relationship with our customers, by always giving them



the best quality products at the best price possible, giving them real value for money, but along with variety and competitive pricing we also ensure that every pair is made with care”, shares... Harsh Saraf, Business Development Head & Vivek Saraf, Head Of Operations. 'Supersox', is an official licensee of Star Wars, Spiderman, Avengers & Frozen from Walt Disney India and Roadies from Viacom18 Media Pvt. Ltd. Luxxio handkerchiefs are made of Premium Cotton to ensure the best quality product. The designs are simple yet classy and sophisticated for the modern urban gentleman, making it the perfect accessory to complement your look,





and quality control, systematic protocol is conducted by highly skill technicians during the manufacturing process to resolve any problems or product exceptions pertaining to quality. Super Knit's subsidiary, 'Supersox', is the only Sock brand that has the widest range of products of superior quality and innovative designs for men, women and children all age groups.

per the requirement of the client with the help of limitless customisation, skilled technicians, detailed planning and procedure. A one-stop solution for its Clients, Super Knit provides services right from Socks production, finishing, packaging (including bar-coding and labeling) to shipping including private labeled products with customised-packaging. Over the

on every occasion. Supergear boxers are designed with high quality fabric that lasts really long and makes sure you always have your fashion foot forward. The Boxer range comes in attractive styles; adds versatility and a gritty look. Super Knit produces over 10.8 million pairs of socks in a year irrespective of design, size & yarns. Manufacturing unit of Super Knit is located at Daman, India. 190 kms. from Mumbai on Mumbai - Delhi National Highway. Factory set-up includes machines like single and double cylinder computerised socks



knitting machines, spandex covering machines, hand and automatic Rosso linking machines, high pressure steam boarding machines, silicon socks dotting machine, labelling and packaging machines, light box machine, stretch section machine and embroidery machine. Super Knit is a quality-centric organisation, making every effort to maintain high quality standards at every level – starting from executing raw inspection after purchase of yarns to stage-by-stage inspection

The design teams at 'Supersox', create several unique designs to cater to the diverse demand for socks as per current trends, seasons and the consumer lifecycle. Supersox have a very wide variety of Socks. Supersox has put together this range through the learning from International clients, knowledge, expertise & market study. Supersox produces Socks for Men, Women, and Kids for all Occasions - Formals, Casuals or Sports. Each category has numerous design and style ranges to choose from such as Motif, Stripes, Rib, Jacquard, Party, Plain and Argyle amongst others. The same is available in different lengths, qualities and colours. Supersox provides multiple options, close to 2000 SKU's. Despite having expertise in seamless toe socks, Supersox caters the market with both hand-linking and Rosso-toe losing options. Super Knit's major export market is Europe, America & the Middle-East. Super Knit can produce almost any type of socks as

years, Super Knit has cherished a long-term and prosperous relationship with the current and prospective customers, with a promise of timely delivery & craft satisfaction. Super Knit strives to ensure that the product and services are always above the industry standards. To achieve this, entire team of Super Knit works on five main aspects, maximising efficiency and resource utilization, manufacturing quality products, delivering goods on time, quick and frequent client correspondence and sustainable business practice and growth. The Indian consumer is increasingly becoming quality-conscious about each and every piece of their clothing and fashion accessories. They want to be seen wearing trendy fashion accessories, socks, shoes and everything else. 'Supersox' caters to the diverse needs of the Indian consumer with the widest range of socks of international quality at competitive prices.

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ZOIRO
- THERMAL -

**YOGA PANTS
STYLISES**
ATHLEISURE INDUSTRY

GLOBAL SWIM WEAR MARKET
MUSHROOM AND FLOURISH

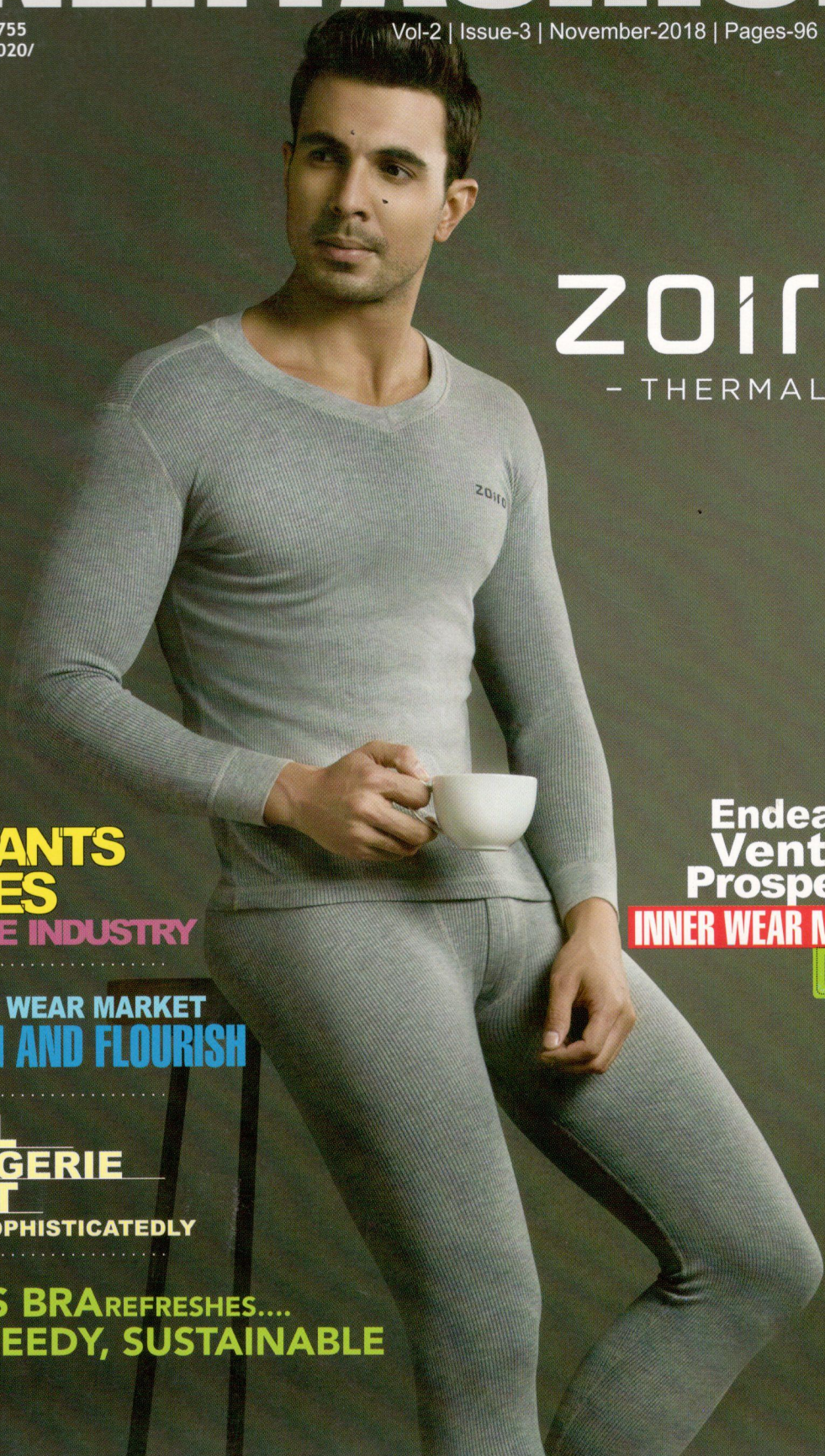
**GLOBAL
LINGERIE
MARKET**
BURGEON.... SOPHISTICATEDLY

**SEAMLESS BRA REFRESHES....
SMART, SPEEDY, SUSTAINABLE**

**Endeavour
Venture
Prosper**

INNER WEAR MARKETS

ROLL-ON



Supersox®

SUPERSOX UNVEILS HEALTH-CONSCIOUS SOCKS

Supersox introduces high-performance Diabetes & Blood pressure socks, fashioned with Silver Frost Technology. Made of synthetic blends has features that absorb moisture, cushioning for comfort, minimises irritation, reduces pressure points and No or light compression. Now available in five new colourful options. Price: Rs. 199/- per pair.

Diabetes & Blood Pressure Socks

Diabetes socks are engineered with luxurious yarns, Air ventilator construction, invisible seamless toe, anti-odour and reinforced heel. The socks are made with built-in arch support, a non-restrictive top, and help reduce muscle strain.

Blood pressure socks deliver controlled pressure from ankle to calf for better blood flow throughout the lower leg. For varicosities below the knee, Blood pressure socks are a great choice. Silverfrost is an



invisible anti-microbial technology containing Silver ions, utilising a smart delivery system that enables long-lasting protection by minimising the growth of odour-causing bacteria on fabric surfaces. This polymer technology has been applied to these socks to make sure they Stay Fresher Longer!

"Managing diabetes and blood pressure can be both overwhelming

and challenging for many. People now want to maintain healthy feet. Socks have vastly changed and improved throughout the years to meet the needs of consumers. Moving forward, Supersox will work to support foot health through continuous improvement and introducing innovative products to the market", shares... Naval Saraf, CEO, Supersox.

Supersox brand was established with a strong understanding of the global socks industry and a vision to offer the widest range of the best quality socks to Indian consumers of all ages. Supersox is thus a young brand with a vibrant personality that brings socks of superb quality and international styles to the Indian consumers.

Having established a strong foothold in the European and Middle-east socks market, Supersox by Superknit are known for their signature outstanding quality, variety and durability. Since its inception in 2012, Supersox has been passionately serving the Indian consumers with premium luxury knit stockings that fit in with the trendy international designs and patterns.

Supersox is the only outlying brand of premium socks that holds the widest possible range of innovative sock designs and finish. Be it Men, Women, or Children of all the age groups, Supersox products are the Go-to choice for everyone looking to comfort their feet. The highly-



skilled team of apparel designers has handcrafted all the products so that each Supersox product lasts numerous seasons, never goes out of fashion, and ease up your feet for cozy & joyous moments.

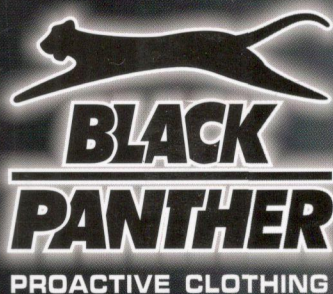
Supersox offers its customers Mercerized cotton socks with sophisticated and classy looks. Made from the finest cotton yarn of high staple, a highly specialized process is used by Supersox to craft shiny, smooth and long lasting cotton-socks. The seamless toe design prevents bulging and creasing at the toes of the socks for maximum comfort and durability.

Supersox products are available at retailers across India. To learn more about Supersox, visit supersox.in, and checkout the Royale collection, Funky Times, Sports Socks and other health related special sock products today!

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**INNER WEAR REIGN SUPERLATIVE
NEXT-TO-THE-SKIN**

**SPORTS WEAR INDUSTRY
THE TEST OF TIME**



**LIVE
THE
SPORT**

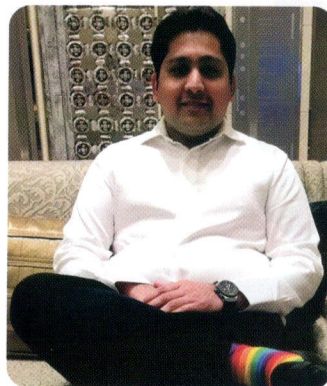
**LIVE
THE
SPORT**

SUPERSOX KNIT INDUSTRIES

2

*US Collection, Denim
Collection, Disney universe
and much more.*

Supersox®



Harsh Saraf

- Owner of Super Knit Industries



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DENIM COLLECTION



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After the successful launch of Supergear Boxer, Ultra performance

socks is the new line up in the brand. The category includes, Footfall, Cricket, Marathon, Cycling, Workout & Yoga socks. Each product has its own USP and technology.

Supersox has also acquired the license to produce & promote the entire range & characters of Walt Disney Universe, which also includes Pixar, Marvel & Lucasfilms. Apart from Star Wars; Frozen; Avengers & Spiderman this season characters from the franchise like Toy story, Incredibles, The Lion King, Cars, Planes & Winne the pooh is in the pipeline. Also, beloved characters of Disney princesses, Mickey & Friends will be leading the product extension.

US Collection, Denim Collection, Classy Missy collection are some of the exciting new products we take the market by storm.

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SEES... THE LIGHT
OF THE DAY**

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EMANATE A TOUCH
OF WORLD-CLASS**

**INDIAN HOSIERY
INDUSTRY @THE
HELM INDIA & OVERSEAS**

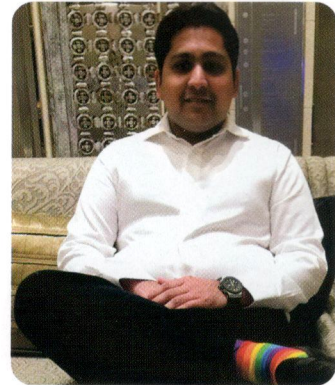
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Supersox

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