

BUSINESS OF GARMENT FASHION

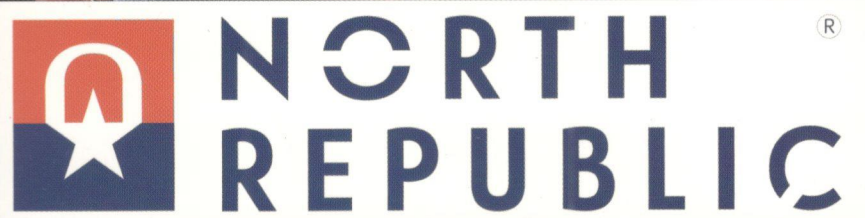
RNI : DELENG/2005/15437 DL(E)-20/5227/2016-2018 /POSTING DATE : 15-16

GARMENTLINE MALE

VOL-14 ISSUE-7 W/F COLLECTION 2018 PAGES-238 ₹ 100/- US\$5



**HEROIC
REVOLUTION
MEN'S WEAR
EXECUTE**



A Product of UPDATES CLOTHING Inc.

For Trade Enquiry: +91 8049 596 910, +91 9035 311 421

SUPERSOX THE COMFORT & LUXURY WEAR

2

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 inception with the vision to provide the same comfort & quality to the Indian consumers. Along with variety and

2



Interestingly, the Design teams at Supersox is constantly developing new and inventive designs to cater the diverse demand for socks as per current trends, seasons and the consumer lifecycle.

Supersox products are available across 10,000 and above retail stores with the nationwide network of 300+ distributors on board across India. Apart from www.supersox.in products can be bought from Amazon, Flipkart, Myntra, Jabong, Ebay, Shopclues, Snapdeal, Limeroad, Paytm, Rediff, Scootsy&Voonik.

Supersox is much-talked about via Social Media networking....
www.facebook.com/supersoxindia,
www.instagram.com/supersox_india,
www.twitter.com/supersox_india

competitive pricing we also ensure

that 'Every Pair is Made with Care'



GARMENTLINE

VOL-14 ISSUE-11 NOVEMBER-2018 PAGES-112 ₹ 100/- US\$5

SOFTEST
UNDERWEAR EVER*

ZOIRO
— SOFTS —

Yoga Pants

STYLISES ATHLEISURE
INDUSTRY

Lycra To Set-up Online
Aggregator During
SPRING 2019

INDIA RECORDS
LOW DEBTS IN CONTRACT
TO OTHER ECONOMIES

INDIAN APPAREL WHOLESALE
PRICE INDEX FALL @ 0.4%

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!

GARMENTLINE

C-S/S

VOL-15 ISSUE-1 JANUARY-2019 PAGES-128 ₹ 100/- US\$5

SCOTLANE®
JUNIOR JNS



**CHILDREN'S
FITTING
CADENCE**



Real Choice

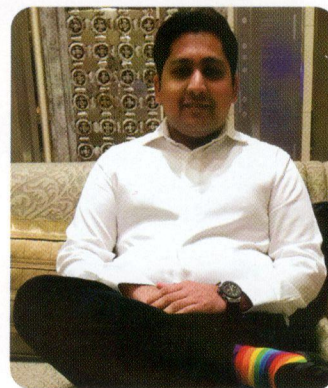
Shakti

Supersox

SUPERSOX KNIT INDUSTRIES

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

Supersox®



Harsh Saraf
- Owner of Super Knit Industries

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DENIM COLLECTION



Supersox®

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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;

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 & Winnie 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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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 inceptioned with the vision to provide the same comfort & quality to the Indian consumers. Along with variety and competitive pricing we also ensure that 'Every Pair is Made with Care'

Interestingly, the Design teams at Supersox is constantly developing new and inventive designs to cater the diverse demand for socks as per current trends, seasons and the consumer lifecycle.

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★ U.S. COLLECTION ★



Supersox®

GARMENTLINE

VOL-15 ISSUE-2 FEBRUARY-2019 PAGES-144 ₹100/- US\$5

MALE SUMMER



**BOLD, TOUGH
& FEARLESS**

Find your true spirit

**Handsome
Herculean
Revolt**



**NORTH
REPUBLIC**

A Product of UPDATES CLOTHING Inc.

For Trade Enquiry:

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GARMENTLINE

VOL-15 ISSUE-3 MARCH-2019 PAGES-136 ₹ 100/- US\$5



UF CLUB
Boys Lifestyle

**PRESENCE
PAN INDIA
BY 2020**



**KERALA GARMENT RETAIL
INDUSTRY 2019
A RACER-BACK CHAMP**

**RETAIL Fragment sees
The Light Of The Day**

**LONDON FASHION WEEK 2019
AND QUEEN ON THE FROW**

**2ND SURAT READYMADE
GARMENTS (SRG) EXPO 2019**

BUSINESS OF GARMENT FASHION

RNI : DELENG/2005/15437 DL(E)-20/5227/2019-2020 /POSTING DATE : 15-16

GARMENTLINE

VOL-15 ISSUE-6 JUNE-2019 PAGES-126 ₹ 100/- US\$5

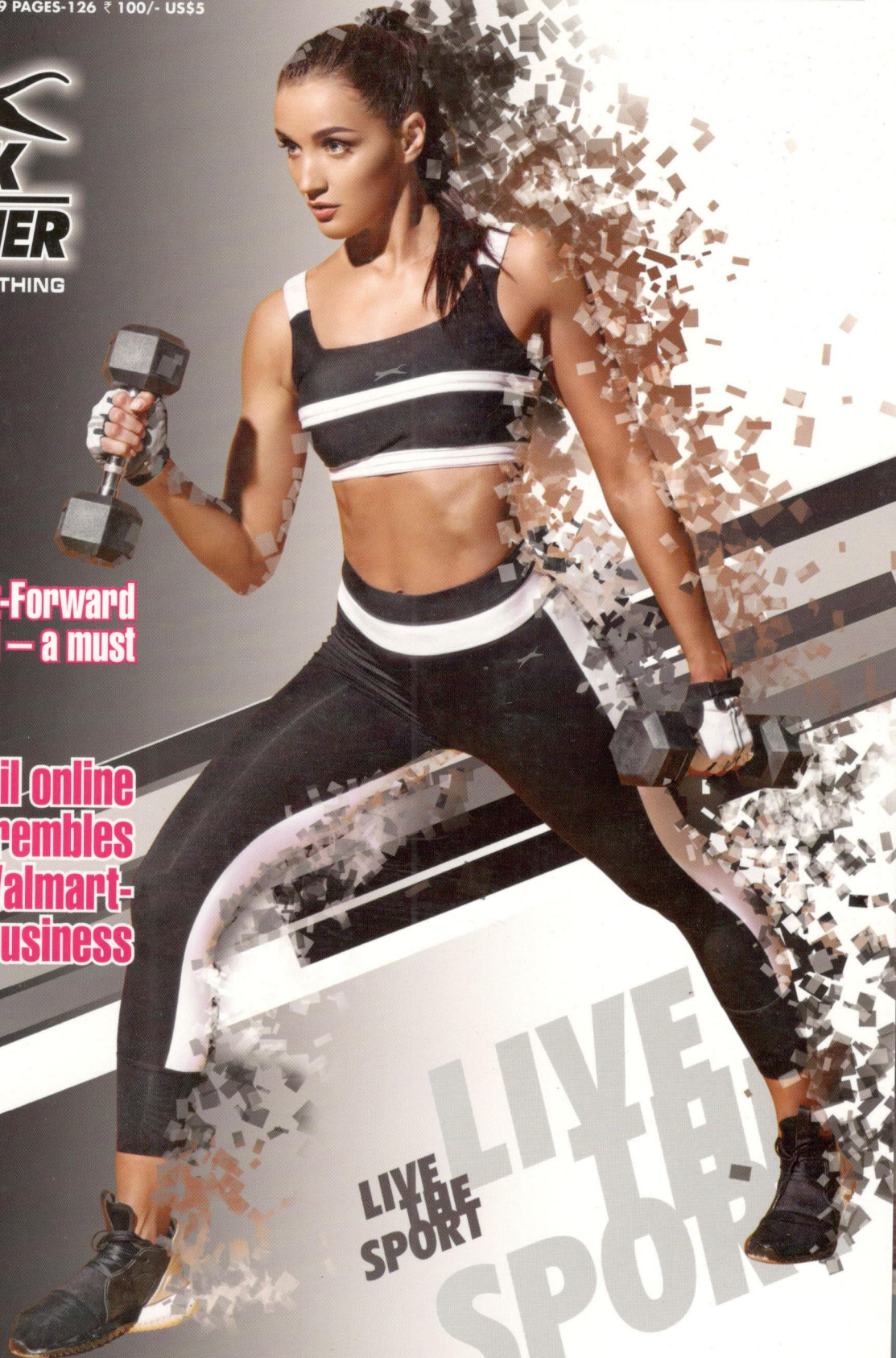


**BLACK
PANTHER**

PROACTIVE CLOTHING

**Re-thinking Fast-Forward
- FASHION - a must**

**Reliance Retail online
entry trembles
Amazon & Walmart-
Flipkart business**



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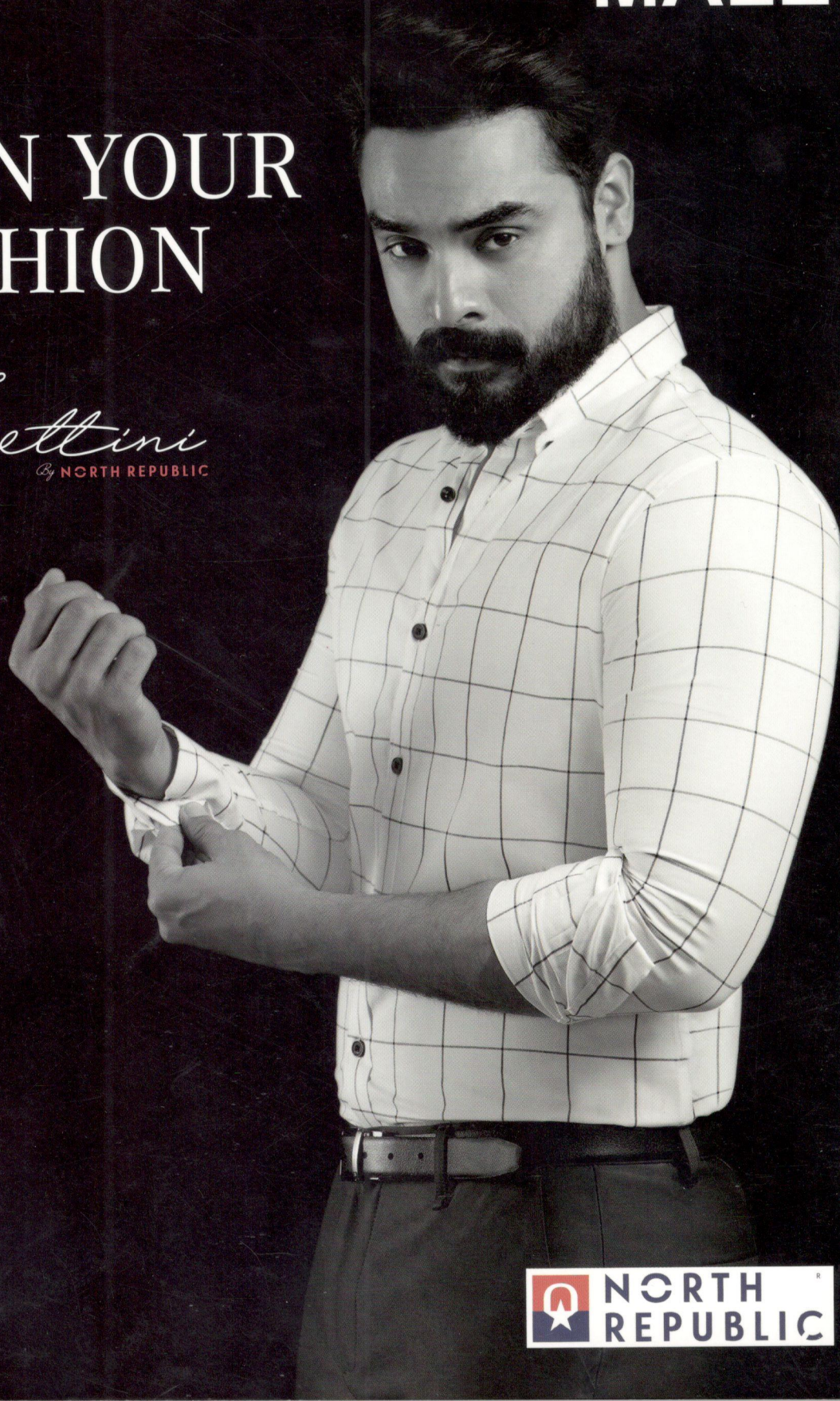
GARMENTLINE

MALE

VOL-15 ISSUE-7 JULY-2019 PAGES-194 ₹ 100/- US\$5

SIGN YOUR FASHION

Frettini
By NORTH REPUBLIC



 **NORTH
REPUBLIC**

CONTIGO

CLUBBY

Supernox

Supersox[®]

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DENIM COLLECTION



Supersox[®]



Harsh saraf
Business Development Head

Wrist band Arm & Leg warmers.

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legs; Health related products for diabetes and blood pressure patients; New and unique colourful prints for Children;

After the successful launch of Supergear Boxer, Ultra performance socks is the new line up in the brand. The category includes, Football, Cricket, Marathon, Cycling, Workout & Yoga socks. Each product has its own USP and technology.

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