

SS24 NEW PRODUCT





We are direct, straightforward and truthful.

We value honesty and a hard day's work.

We are penny foolish and pound wise.

We are tough, independent and respectful.

We value families.

We value differences.

We wear it on our sleeves.

We are authentic.

We have yet to produce our best sock.



STILL MADE IN VT, USA
GUARANTEED FOR LIFE

MEGA TREND / JAPANDI



KEY:

- Power of resilience in an unpredictable world.
- Influenced by the ancient Japanese Philosophy of wabi-sabi, a way of life which values slow-living contentment and simplicity, as well as the Scandinavian practice of hygge, which embraces comfort, cosiness and wellbeing.
- Versatile products; work harder, last longer and can be used in multiple ways.
- Preparedness and protection

DETAILS:

restorative and nurturing / mid century-inspired utility tones / rich pigments / sunlight for serot

PATTERN:

boro patchwork / abstract landscapes and palmette / fluid wave effect / interlocking fan / melange / renewal florals / simple and fluid geometrics





STILL MADE IN VT, USA
GUARANTEED FOR LIFE

MEGA TREND / ENDEAVOR



KEY:

- Unpredictable; economic, political and environmental crisis resembling 1970's with record level inflation.
- Escape and distract with optimism and experiences.
- Question the status quo, 6th wave feminism.
- Radical recycling and maximize resourcefulness.

DETAILS:

optimistic brights to distract from distress / balance with considered neutrals

PATTERN:

clean cables / body mapped rib knit / crochet netting / bright colorblock / diagonal stripe / optimistic conversationals.



A woman is sitting on the grass in a field of small yellow flowers. She is wearing a maroon jacket, dark blue leggings, and grey socks with a pattern of orange and black butterflies. She is holding a notebook and a pen. The background is a blurred field of grass and flowers.

SS24 LIFESTYLE
Women's

NEW COLOR

#6073 Beachcomber

No Show Lightweight
Merino Wool



NEW
COLOR



Dark Teal

NEW
COLOR



Lavender



NEW COLOR

#6074 Lucky Lady

No Show Lightweight
Merino Wool



NEW
COLOR



Cranberry



Seafoam



NEW COLOR

#6102 Fruit Stand

Shorty Lightweight
Merino Wool



NEW
COLOR



Grapefruit



Glacier



NEW COLOR

#6103 Dottie

Shorty Lightweight
Merino Wool



Lavender



Dark Teal



NEW COLOR

#6037 Animal Haus

Crew Lightweight
Merino Wool

NEW
COLOR



(Detail)

Clover



Lagoon



Buttercup



Herb



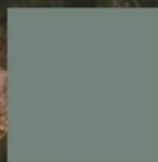
Eclipse



NEW STYLE

#6109 Flutter

Crew Lightweight
Merino Wool



Seafoam



Plum



NEW STYLE

#6110 Pin Drop

Crew Lightweight with Cushion

Merino Wool



Ash



Dark Teal



A person is sitting on a large, weathered log in a grassy field. They are wearing grey trousers and colorful socks. The socks are dark blue with light blue horizontal stripes and an orange cuff and toe patch. The socks feature a graphic design of a barbecue grill with a dog sitting next to it. The background shows a field of tall grass and trees under a clear blue sky.

SS24 LIFESTYLE
Men's

NEW STYLE

#6112 Diver

Crew Lightweight
Merino Wool



Denim



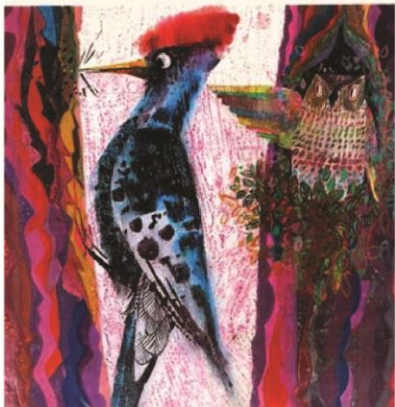
NEW STYLE

#6111 Woody

Crew Lightweight
Merino Wool



THE Owl and the Woodpecker
BRIAN WILDSMITH



Forest



NEW COLOR

#6066 Animal Haus

Crew Lightweight
Merino Wool



(Detail)

Deep Water



Willow



Forest



Cascade



NEW COLOR

#6060 Strut

Crew Lightweight
Merino Wool



NEW
COLOR



Taupe



NEW COLOR

#6090 Druid
Crew Lightweight
Merino Wool



NEW COLOR



Cedar



Charcoal



Denim



NEW STYLE

#6113 Merlin

Crew Lightweight with Cushion
Merino Wool



Bark



Charcoal



Forest

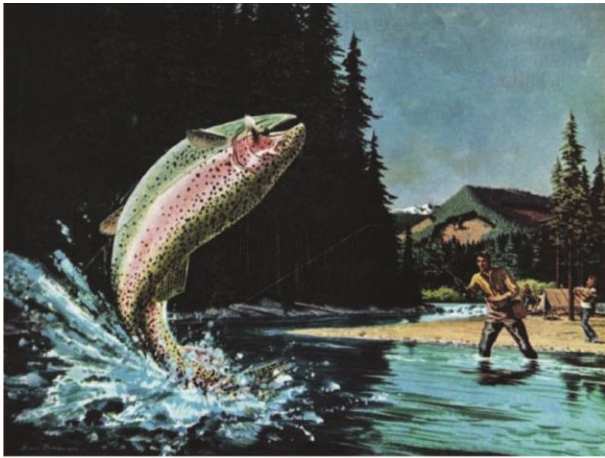


NEW COLOR

#6085 Spey Fly

Crew Lightweight with Cushion

Merino Wool



NEW COLOR



Cascade



Charcoal



Taupe





SS24 HIKE/TREK
Women's

NEW COLOR

#1986 Light Hiker

No Show Lightweight with Cushion
Merino Wool



NEW
COLOR



Canyon



Cascade



Slate



NEW COLOR

#5001 Critter Club

Micro Crew Lightweight with Cushion
Merino Wool



NEW COLOR



Bark



Moss



Vapor



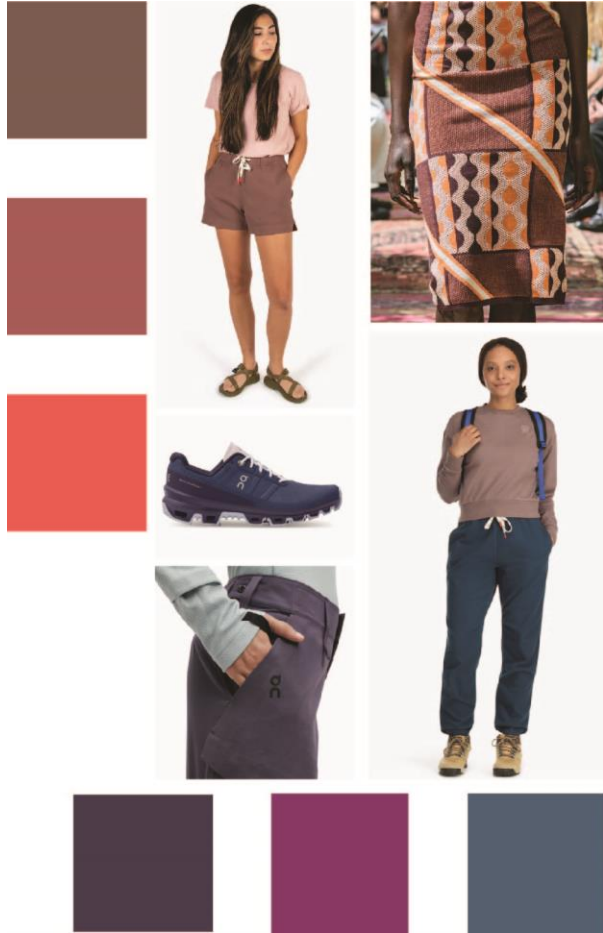
Teal



NEW COLOR

#1977 Sobo

Micro Crew Lightweight with Cushion
Merino Wool



Bark



Blackberry



Gray



NEW STYLE

#5016 Trailblazer

Micro Crew Lightweight with Cushion
Merino Wool



Taupe



Teal



NEW COLOR

#1969 Her Spur

Boot Sock Lightweight with Cushion
Merino Wool



NEW
COLOR



Sandstone



Forest



NEW COLOR

#1958 Hiker

¼ Sock Midweight with Cushion
Merino Wool



Sage



Dusk Denim



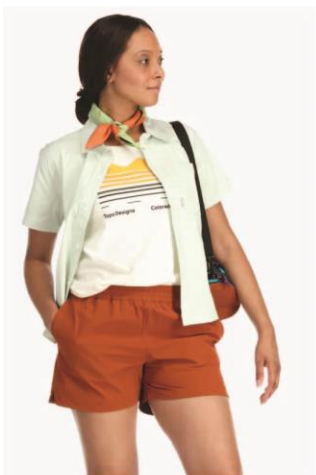
Berry



NEW COLOR

#1903 Hiker

Micro Crew Midweight with Cushion
Merino Wool



NEW
COLOR

LIMITED
EDITION



Copper



Forest



Eclipse



Sage



Aqua Heather



Taupe



Slate



Plum Heather



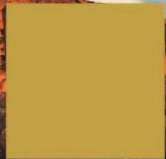
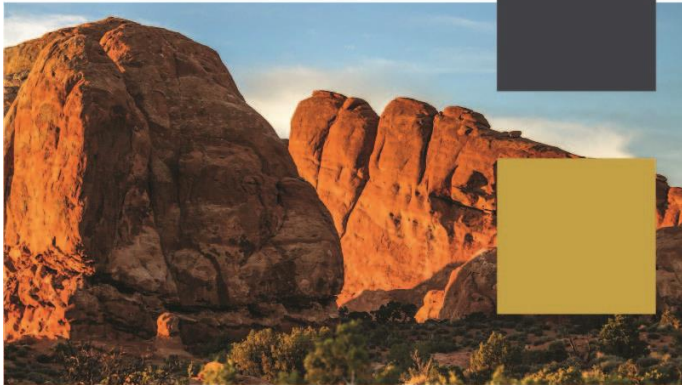
A man with a beard, wearing a red baseball cap, an orange jacket, and grey pants, is sitting on a large, reddish-brown rock. He is wearing colorful striped socks and a watch. The background shows a vast desert landscape with mountains and a clear blue sky.

SS24 HIKE/TREK
Men's

NEW COLOR

#5012 Fastpack

Micro Crew Lightweight with Cushion
Merino Wool



Sandstone



Blackberry



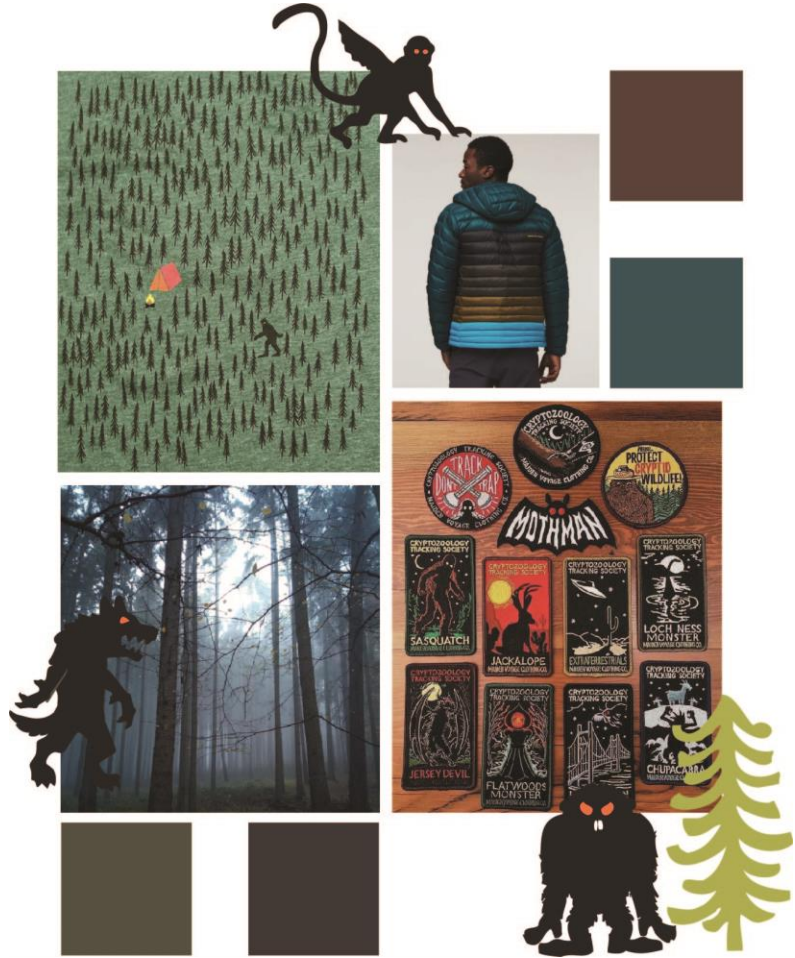
Charcoal



NEW STYLE

#5015 Yarn Goblin

Micro Crew Lightweight with Cushion
Merino Wool



(Detail)



Earth



(Detail)



Forest



NEW COLOR

#1959 Hiker

¼ Sock Midweight with Cushion
Merino Wool



NEW COLOR



Chestnut

NEW COLOR



Dark Teal



Taupe



Onyx Black
[S-XXL]



NEW COLOR

#1466 Hiker

Micro Crew Midweight with Cushion
Merino Wool



NEW COLOR

LIMITED EDITION



NEW COLOR



Blaze



Rye



Black
[S-XXL]



Dark Teal



Taupe



Denim



Olive
[S-XXL]



Lime



Charcoal





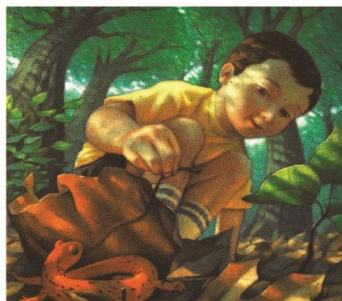
SS24 HIKE/TREK
Juniors

NEW STYLE

#3043 Sal

Micro Crew Lightweight with Cushion

Merino Wool



Lava



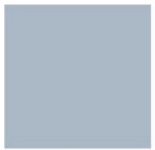
A person wearing black leggings and purple and blue socks with the text "Down Tough" on the side is standing on a concrete surface. To their left is a pair of grey and yellow running shoes with white laces. The text "SS24 RUN Women's" is overlaid in the center of the image.

SS24 RUN
Women's

NEW COLOR

#1043 Run

No Show Tab Ultra-Lightweight
Merino Wool



NEW
COLOR



Lavender



Coral



Sky



Black



White



Aqua



NEW STYLE

#1063 Relay

Micro Crew Ultra-Lightweight
Merino Wool



Mint



NEW COLOR

#1047 Run

No Show Tab Ultra-Lightweight With Cushion
Merino Wool



NEW
COLOR



Lavender



Ocean



Sky



Space Gray



Ash



White



Black



NEW STYLE

#1064 Horizon

Micro Crew Ultra-Lightweight with Cushion

Merino Wool



Canyon



NEW COLOR

#1112 Element

No Show Tab Lightweight with Cushion
Merino Wool



Cyan



Raspberry



Black



NEW COLOR

#1113 Element

¼ Sock Lightweight with Cushion

Merino Wool



NEW
COLOR



Cyan



Black



NEW COLOR

#1114 Element

Micro Crew Lightweight with Cushion
Merino Wool



Cyan



Raspberry



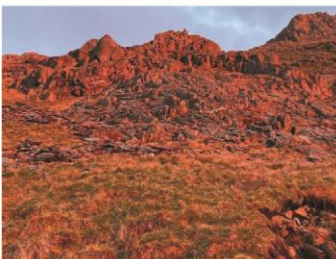
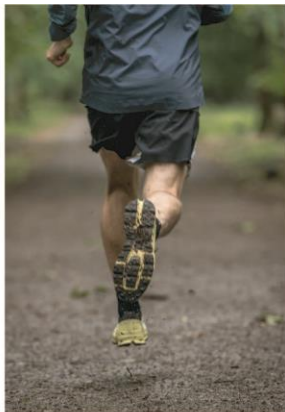


SS24 RUN
Men's

NEW COLOR

#1033 Run

No Show Tab Ultra-Lightweight
Merino Wool



Gray



Race Red



Black



Fatigue



White



Eclipse



NEW COLOR

#1039 Run

No Show Tab Ultra-Lightweight With Cushion

Merino Wool



NEW COLOR



Comet

NEW COLOR



Lava



White



Dark Teal



Black



Eclipse



Fatigue



NEW COLOR

#1056 Bolt

Micro Crew Ultra-Lightweight With Cushion

Merino Wool



Black



NEW COLOR

#1116 Element

No Show Tab Lightweight With Cushion
Merino Wool



NEW
COLOR



Tiger



Dark Teal



Black



White





SS24 Work
Women's

NEW STYLE

#2204 Steely

No Show Lightweight with Cushion
w/ Full Cushion Toe Box
Merino Wool



Indigo



NEW STYLE

#2204 Steely

No Show Lightweight with Cushion
w/ Full Cushion Toe Box
Merino Wool



WORK LONGER, STRESS LESS

Our signature cushion and durability are staples for all day comfort.

CUFF

High Density Alternate Knit for a close, smooth fit for lower and lighter footwear.

PROTECTIVE TOE BOX

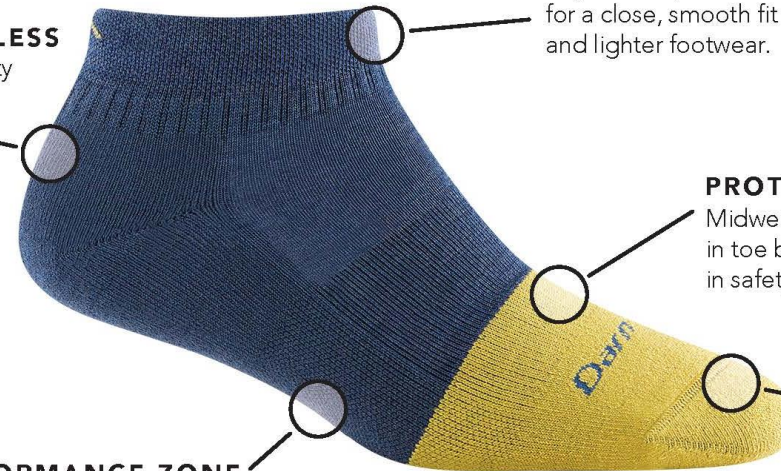
Midweight terry loop cushioning in toe box for impact protection in safety toe footwear.

TRUE SEAMLESS™ TOE

This feature never noticed because there's nothing to feel but comfortable bliss.

PERFORMANCE ZONE

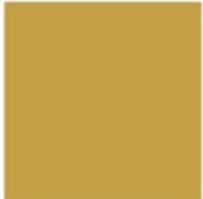
Lightweight with Cushion footbed with elastic performance fit alleviates foot fatigue and bunching with zero slipping.



NEW COLOR

#2016 Steely

¼ Sock Midweight with Cushion
w/ Full Cushion Toe Box
Merino Wool



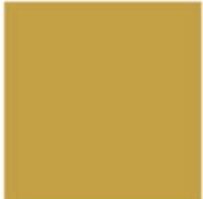
Indigo



NEW COLOR

#2015 Steely

Boot Sock Midweight with Cushion
w/ Full Cushion Toe Box
Merino Wool



NEW
COLOR



Indigo



A low-angle, close-up photograph of a person's legs and feet. They are wearing light-colored, worn-in khaki pants with frayed hems and dark socks with orange stripes at the top. On their feet are brown leather work boots with bright red laces. The person is standing on a concrete floor in what appears to be a workshop or garage, with various mechanical parts and tools visible in the background. The lighting is dramatic, highlighting the texture of the boots and the frayed edges of the pants.

SS24 Work
Men's

NEW STYLE

#2205 Steely

No Show Lightweight with Cushion
w/ Full Cushion Toe Box
Merino Wool



Graphite



NEW STYLE

#2205 Steely

No Show Lightweight with Cushion
w/ Full Cushion Toe Box
Merino Wool



Graphite

WORK LONGER, STRESS LESS

Our signature cushion and durability are staples for all day comfort.

CUFF

High Density Alternate Knit for a close, smooth fit for lower and lighter footwear.

PROTECTIVE TOE BOX

Midweight terry loop cushioning in toe box for impact protection in safety toe footwear.

PERFORMANCE ZONE

Lightweight with Cushion footbed with elastic performance fit alleviates foot fatigue and bunching with zero slipping.

TRUE SEAMLESS™ TOE

This feature never noticed because there's nothing to feel but comfortable bliss.



STILL MADE IN
VERMONT, USA



GUARANTEED
FOR LIFE



NORTHFIELD, VERMONT