Fall 2024



Smartwool®

Dealer Workbook

USA | Socks

2024

30 Years Outside

It all started 30 years ago in the small mountain town of Steamboat Springs, Colorado with a mission to keep feet warm and keep you out longer. Today, we equip explorers across the globe, so they can go farther and feel better in the best socks and apparel. No, really. We mean the best.

And 30 years later, we're showing no signs of slowing down. We're continuing to perfect our layering system with more robust technical midlayers to complete your Merino wool kit. We're continuing to innovate in sustainability with the first circular sock and push the possibilities of 3D knitting. And, most important, we're continuing to ensure anyone who wants to get outside can get outside with expanded fit options and diverse designs.

Join us in celebrating 30 years of going far and feeling good.

The 1994 Collection

We're honoring 30 years of comfort with a collection that features '90s graphics, old-school colorways and patterns, and classic styles to celebrate getting out there for three decades. **Straight from the '94 vault to now.**




Smartwool.
go far. feel good.
EST. 1994


Smartwool
Smartwool







































PERFORMANCE MIDLAYERS

Make it warmer. Do it smarter.

The leading natural performance insulation of our Smartloft™ technology is extending past the torso this season to full-body warmth, including pants, to offer a smarter top-to-bottom layering system.



The superior performance you know is coming to more styles you love—perfectly pairing with Smartwool base layers to create an ideal layering system that keeps you warm without interrupting the moisture transportation and odor resistance of your first layer.

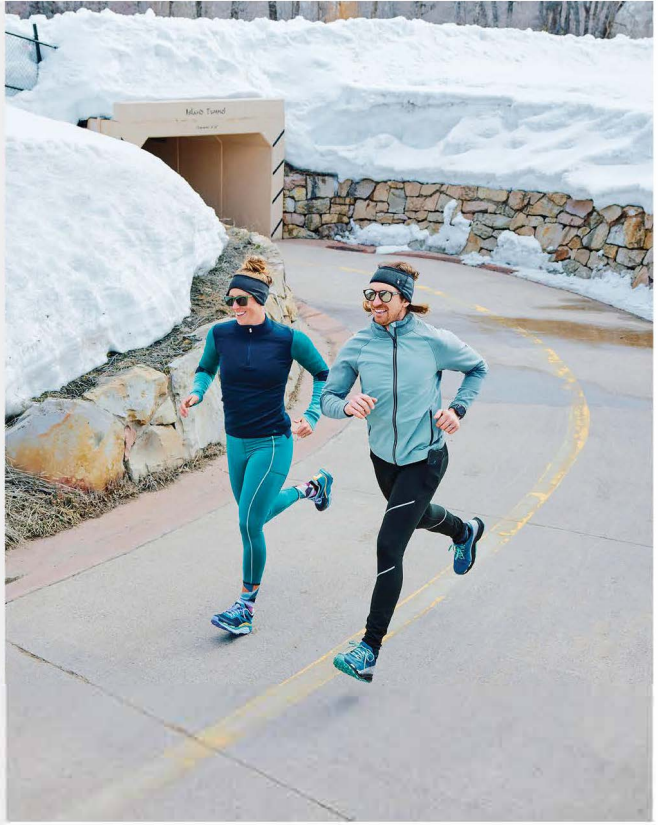
This filling is made with 50% recycled wool scraps from our cut-and-sew Classic Thermal Base Layers. Our Smartloft™ technology uses a circular development process to create a proprietary lofted wool insulation, which provides the temperature-regulating benefits of natural fibers like down, while matching the durability of synthetic insulation. This helps offer powerful performance even when wet—something synthetics could only dream of. Now that's a smarter solution for you and the planet.



ACTIVE

New Active Fleece

A breathable and warm layer perfectly suited for high aerobic activities in cooler temperatures.



Designed to be paired with your other Smartwool Active pieces, this fleece brings a new dimension of weathering any weather to your temperature-regulating, moisture-managing Merino wool. And when you layer wool on top of wool, you're not interrupting any of those natural performance benefits but allowing our gear to work with your body more efficiently. Spend less time taking layers on and off because of inconsistent temperatures and more time focused on how you train and run with our most innovative fleece.



EVERYDAY

Raising the everyday standard with the new Waffle Henley.



This outdoor lifestyle-focused Henley is perfect for everything from working from home to being on-the-go. It's an on-trend, elevated everyday piece made of a Merino wool and cotton blend that's guaranteed to get new customers fully bought-in on the comfort of Merino wool.

SKI AND
SNOW SOCKS

New Compression Ski Socks

We continue to push the limits of innovation within our leading snow sock category, to find new ways to keep consumers comfortable outside. Our new compression ski socks balance performance compression, with the benefits of merino wool. The added compression increases blood flow to your feet, which will help you stay warmer and most importantly stay out longer.



New Compression Ski Socks

Performance compression meets the natural benefits of Merino wool to help bring more comfort to the mountain.



- Smartwool compression socks feature 20-30 mmHg of compression ideal for in-use performance and recovery. Compression encourages increased blood flow, which contributes to warmer toes and more comfortable days on the mountain.
- Graduated shin cushion is our most advanced cushion pattern, providing comfort to a performance boot fit within flexion and extension movements.
- A targeted cushioning wrap around the malleolus and through the heel enhances comfort and fit.
- A flat knit, zero cushion toe box allows for wiggle room even in close-fitting, high performance boots.

SKI AND
SNOW SOCKS

Expression as inspiration.

As the industry leader in ski and snowboard socks, we believe it's imperative to use our position as a platform to highlight more social impact messages and our shared love for the outdoors from the diverse voices of our community.







MORE PRIDE OUTSIDE

Pride

Spread the love and show your year-round Pride with our brand-new Pride Ski sock—a product highly requested by Smartwool consumers. We are proud to partner with LGBTQ+ organizations 365 days a year and commit over $100,000 globally every year to help create an outdoors for all.







The Art of the Outdoors

Jordan Ann Craig

@jordananncraig

Smartwool collaborates with Jordan Ann Craig with designs that celebrate the cultural art, Indigenous weaving, and natural landscapes of her home in New Mexico. This collection reflects the colors of the southwest and the inspiration she draws from her surroundings.



The Art of the Outdoors

Jitterbug

@jitterbug_art

We're ecstatic to collaborate with Latasha Dunston of Jitterbug. Latasha is a Denver-based artist and adventure lover. She finds inspiration on every hike, camping trip, snowboard run, and plant she cares for—hoping to share that inspiration and passion with the world through watercolors and illustrative doodles.

Socks

PERFORMANCE

Our Performance socks represent the highest degree of performance, leveraging decades of sock-making expertise. These feature additional technologies like Indestructawool™ technology, a patent-pending Merino wool based durability construction, and our 4 Degree™ elite fit system for maximum in-shoe comfort.

Ski



OTC
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Snowboard



OTC
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Nordic



CREW
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Hike



LOW ANKLE	ANKLE	MID CREW	CREW
ZERO	ZERO	ZERO	ZERO
TARGETED	TARGETED	TARGETED	TARGETED
LIGHT	LIGHT	LIGHT	LIGHT
FULL	FULL	FULL	FULL
EXTRA	EXTRA	EXTRA	EXTRA
MAXIMUM	MAXIMUM	MAXIMUM	MAXIMUM

Mountaineer



TALL CREW
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Run



LOW ANKLE	ANKLE	MID CREW	CREW	OTC
ZERO	ZERO	ZERO	ZERO	ZERO
TARGETED	TARGETED	TARGETED	TARGETED	TARGETED
LIGHT	LIGHT	LIGHT	LIGHT	LIGHT
FULL	FULL	FULL	FULL	FULL
EXTRA	EXTRA	EXTRA	EXTRA	EXTRA
MAXIMUM	MAXIMUM	MAXIMUM	MAXIMUM	MAXIMUM

Bike



LOW ANKLE	ANKLE	CREW
ZERO	ZERO	ZERO
TARGETED	TARGETED	TARGETED
LIGHT	LIGHT	LIGHT
FULL	FULL	FULL
EXTRA	EXTRA	EXTRA
MAXIMUM	MAXIMUM	MAXIMUM

Hunt



TALL CREW	OTC
ZERO	ZERO
TARGETED	TARGETED
LIGHT	LIGHT
FULL	FULL
EXTRA	EXTRA
MAXIMUM	MAXIMUM

Socks

CLASSIC EDITION

Over 25 years ago, Smartwool introduced Merino wool socks and forever changed how outdoor enthusiasts look at their feet. The Classic Hike sock is one of the best-selling apparel items in the outdoor industry and the starting point for relentless innovation in comfort and performance.

Hike



ANKLE	CREW
ZERO	ZERO
TARGETED	TARGETED
LIGHT	LIGHT
FULL	FULL
EXTRA	EXTRA
MAXIMUM	MAXIMUM

Mountaineer



TALL CREW
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Hunt



TALL CREW	OTC
ZERO	ZERO
TARGETED	TARGETED
LIGHT	LIGHT
FULL	FULL
EXTRA	EXTRA
MAXIMUM	MAXIMUM

EVERYDAY

The Everyday collection is the foundation of Smartwool's versatile, 'wear everywhere' socks. They combine the performance and feel of Merino wool with comfort- focused features and everyday style to create a better overall sock.

Athletic



CREW
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Everyday



NO SHOW	ANKLE	CREW	KNEE HIGH
ZERO	ZERO	ZERO	ZERO
TARGETED	TARGETED	TARGETED	TARGETED
LIGHT	LIGHT	LIGHT	LIGHT
FULL	FULL	FULL	FULL
EXTRA	EXTRA	EXTRA	EXTRA
MAXIMUM	MAXIMUM	MAXIMUM	MAXIMUM

Sweater & Holiday



CREW
ZERO
TARGETED
LIGHT
FULL
EXTRA
MAXIMUM

Sock Technology

4 Degree™ Elite Fit System

Our most advanced fit system helps keep your sock in place, ensuring it has less slippage and flexible recovery from summit to sundown.

Indestructawool™ Technology

IDW is our promise that our socks use the right materials in the right places to create a stronger, more durable, nylon-reinforced exterior, all while keeping you comfortable with Merino next to skin.

Shred Shield™ Technology

Toe-reinforcement technology combats excess friction from the top of your toes, found in all zero cushion, 200-needle Performance and Everyday socks.



Made in the U.S.A.

Every single pair of socks we make is proudly produced in the U.S.A. from imported yarn.

Recycled Nylon

We use recycled nylon in all our socks to reduce our overall impact on the environment without sacrificing performance. Recycled content varies by style.

Virtually Seamless™ Toe

We've smoothed out our toe seams for ultimate in-shoe fit and comfort. This technology is found in our Performance and Everyday socks.

ZQ™ Merino

We partner with the New Zealand Merino Company to ensure the wool we use has the highest standards of environmental, social, and economic sustainability while safeguarding animal welfare.



Women's Specific Fit

WSF provides a narrower fit and shallower heel, offering more comfort and performance for select women's styles.

Extra Stretch Calf

We've engineered greater stretch in the legs of our socks to accommodate wider calves, providing more comfort and a stay-in-place fit.

Socks

Ski & Snowboard | Hike | Run | Bike | Hunt
Athletic | Everyday | Sweater & Holiday | Kids'

Smartwool®

MEN'S

Ski & Snowboard

Smartwool



MARKETING STYLE

001 | BLACK



NEW STYLE

MADE IN USA

Ski Targeted Cushion Compression Print OTC Socks

SW002483

WHOLESALE: $22.50 | MSRP: $45.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 53% Merino Wool 20% Nylon 21% Recycled Nylon 5% Elastane 1% Polyester

SIZES: M-XL

- 20-30 mmHg graduated Compression
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



L88 | PEWTER BLUE



B25 | ALPINE BLUE



K18 | WINTER MOSS



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW SHRED

Ski Zero Cushion OTC Socks

SW001915

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 55% Merino Wool 10% Nylon 31% Recycled Nylon 4% Elastane

SIZES: M-XL (S-XXL: 001)

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



B25 | ALPINE BLUE



001 | BLACK

MADE IN USA IDW SHRED STRETCH

Ski Zero Cushion Extra Stretch OTC Socks

SW002143

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 54% Merino Wool 14% Nylon 29% Recycled Nylon 3% Elastane

SIZES: M-XXL

- Extra stretch calf for greater comfort that accommodates fuller calves
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



MARKETING STYLE

092 | DEEP NAVY



NEW STYLE

MADE IN USA IDW SHRED

Ski Zero Cushion Paths Crossed Print OTC Socks

SW002485

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 55% Merino Wool 10% Nylon 31% Recycled Nylon 3% Elastane 1% Polyester

SIZES: M-XL

- Jordan Ann Craig designs by Smartwool®, brought together to empower Indigenous communities.
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



MARKETING STYLE

J96 | LAGUNA BLUE



NEW STYLE

MADE IN USA IDW SHRED

Ski Zero Cushion Rainbow Trails Print OTC Socks

SW002619

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 55% Merino Wool 10% Nylon 31% Recycled Nylon 3% Elastane 1% Polyester

SIZES: S-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



J96 | LAGUNA BLUE



MADE IN USA IDW SHRED

Ski Zero Cushion Ski Day Print OTC Socks

SW002144

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 55% Merino Wool 12% Nylon 29% Recycled Nylon 3% Elastane 1% Polyester

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



NEW

207 | CHESTNUT

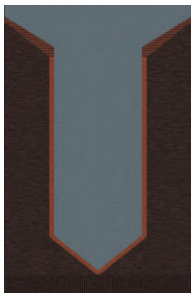


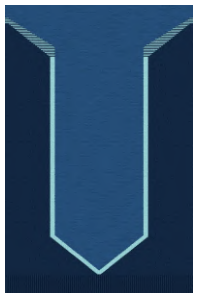
J96 | LAGUNA BLUE

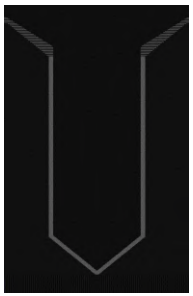


EXTENDED SIZES

001 | BLACK







MADE IN USA IDW

Ski Targeted Cushion OTC Socks

SW001910

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 57% Merino Wool 10% Nylon 30% Recycled Nylon 3% Elastane

SIZES: M-XL (S-XXL: 001)

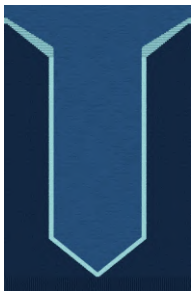
- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability

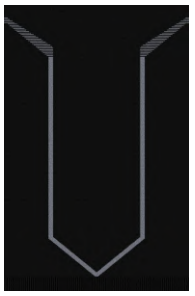


J96 | LAGUNA BLUE



001 | BLACK





MADE IN USA IDW STRETCH

Ski Targeted Cushion Extra Stretch OTC Socks

SW002147

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 56% Merino Wool 11% Nylon 31% Recycled Nylon 2% Elastane

SIZES: M-XXL

- Extra stretch calf for greater comfort that accommodates fuller calves
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



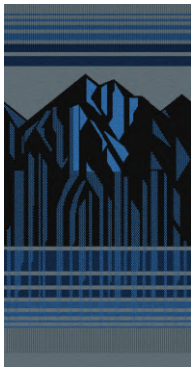
L88 | PEWTER BLUE



003 | CHARCOAL



001 | BLACK







NEW STYLE

MADE IN USA IDW

Ski Targeted Cushion Summit Shot OTC Socks

SW002488

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 59% Merino Wool 6% Nylon 32% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



MARKETING STYLE

810 | CAPRI



NEW STYLE

MADE IN USA IDW

Ski Targeted Cushion Nature Doodles Print OTC Socks

SW002486

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

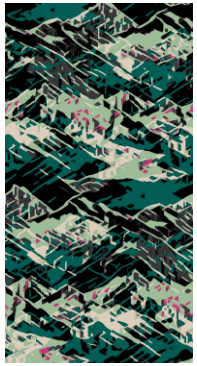
CONTENT: 56% Merino Wool 10% Nylon 29% Recycled Nylon 3% Elastane 2% Polyester

SIZES: M-XL

- Latasha Greene designs for Smartwool.
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



001 | BLACK



NEW STYLE

MADE IN USA IDW

Ski Targeted Cushion Green Slopes Print OTC Socks

SW002487

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 56% Merino Wool 10% Nylon 29% Recycled Nylon 3% Elastane 2% Polyester

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



810 | CAPRI



MADE IN USA IDW

Ski Targeted Cushion Bear Country Print OTC Socks

SW002148

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 56% Merino Wool 10% Nylon 29% Recycled Nylon 2% Elastane 3% Polyester

SIZES: M-XL

- Brittney Lewis designs by Smartwool®
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



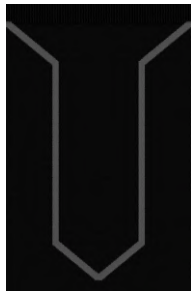
236 | TAUPE



EXTENDED SIZES

001 | BLACK





MADE IN USA IDW

Ski Full Cushion OTC Socks

SW001908

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 10% Nylon 25% Recycled Nylon 2% Elastane

SIZES: M-XL (S-XXL: 001)

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



NEW

003 | CHARCOAL



039 | LIGHT GRAY





MADE IN USA IDW

Ski Full Cushion Alpine Edge OTC Socks

SW001906

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 61% Merino Wool 10% Nylon 27% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



NEW

G74 | TWILIGHT BLUE

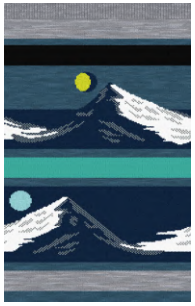


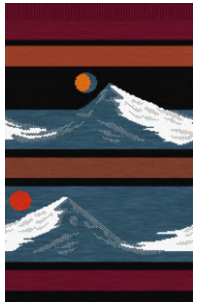
NEW

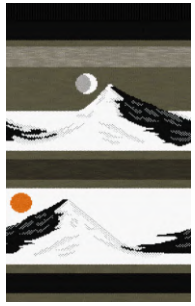
001 | BLACK



K18 | WINTER MOSS







MADE IN USA IDW

Ski Full Cushion Midnight Ski Pattern OTC Socks

SW002152

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 10% Nylon 25% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability

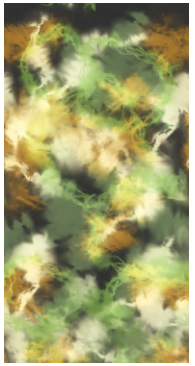


092 | DEEP NAVY



K18 | WINTER MOSS





MADE IN USA IDW

Ski Full Cushion Groovy Tie Dye Print OTC Socks

SW002153

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 59% Merino Wool 7% Nylon 31% Recycled Nylon 2% Elastane 1% Polyester

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability

NEW STYLE

MADE IN USA IDW

Snowboard Targeted Cushion Retro Line OTC Socks

SW002489



MARKETING STYLE

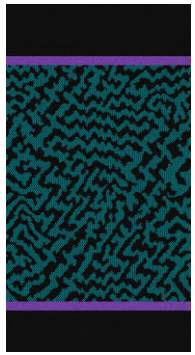
092 | DEEP NAVY





MARKETING STYLE

001 | BLACK



WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 62% Merino Wool 7% Nylon 29% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



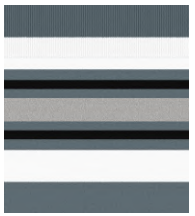
NEW

003 | CHARCOAL





L88 | PEWTER BLUE



MADE IN USA IDW STRETCH

Snowboard Targeted Cushion Stripe Extra Stretch OTC Socks

SW002154

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 61% Merino Wool 7% Nylon 30% Recycled Nylon 2% Elastane

SIZES: M-XXL

- Extra stretch calf for greater comfort that accommodates fuller calves
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability

MADE IN USA IDW

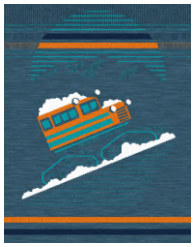
Snowboard Targeted Cushion Piste Machine OTC Socks

SW001922



NEW

G74 | TWILIGHT BLUE





K18 | WINTER MOSS





039 | LIGHT GRAY



WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 59% Merino Wool 6% Nylon 32% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort



J96 | LAGUNA BLUE



MADE IN USA IDW

Snowboard Targeted Cushion Colorado OTC Socks

SW001921

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 62% Merino Wool 7% Nylon 29% Recycled Nylon 2% Elastane

SIZES: S-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort

MADE IN USA IDW

Snowboard Full Cushion Iguchi Pattern OTC Socks

SW001918

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 62% Merino Wool 7% Nylon 30% Recycled Nylon 1% Elastane

SIZES: M-XL

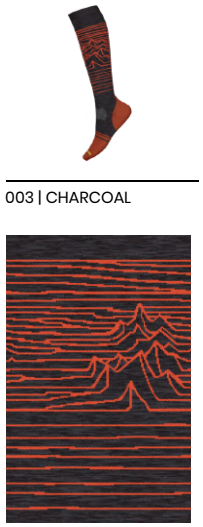
- Bryan Iguchi designs by Smartwool®
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort



NEW
092 | DEEP NAVY



K18 | WINTER MOSS



003 | CHARCOAL

MADE IN USA IDW

Snowboard Full Cushion Mountain Geo Pattern OTC Socks

SW002156

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 64% Merino Wool 7% Nylon 28% Recycled Nylon 1% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



NEW
J33 | PICANTE



L88 | PEWTER BLUE

MADE IN USA IDW

Nordic Targeted Cushion Crew Socks

SW001904

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 53% Merino Wool 9% Nylon 34% Recycled Nylon 4% Elastane

SIZES: S-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort



NEW
J96 | LAGUNA BLUE



001 | BLACK

MADE IN USA IDW

Nordic Full Cushion Crew Socks

SW001903

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 13% Nylon 22% Recycled Nylon 2% Elastane

SIZES: S-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort



NEW
G74 | TWILIGHT BLUE



001 | BLACK

WOMEN'S

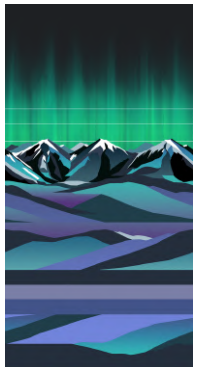
Ski & Snowboard

Smartwool



MARKETING STYLE

001 | BLACK



NEW STYLE

MADE IN USA IDW WSF

Women's Ski Targeted Cushion Compression Print OTC Socks

SW002484

WHOLESALE: $22.50 | MSRP: $45.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 53% Merino Wool 20% Nylon 21% Recycled Nylon 5% Elastane 1% Polyester

SIZES: S-L

- 20-30 mmHg graduated Compression
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability
- Women's specific fit: narrower heel and slimmer fit



L90 | PURPLE IRIS



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW SHRED WSF

Women's Ski Zero Cushion OTC Socks

SW001865

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 55% Merino Wool 10% Nylon 31% Recycled Nylon 4% Elastane

SIZES: S-L (S-XL: 001)

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability
- Women's specific fit: narrower heel and slimmer fit



L90 | PURPLE IRIS



001 | BLACK

MADE IN USA IDW SHRED WSF

Women's Ski Zero Cushion Extra Stretch OTC Socks

SW002163

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 52% Merino Wool 14% Nylon 31% Recycled Nylon 3% Elastane

SIZES: S-XL

- Extra stretch calf for greater comfort that accommodates fuller calves
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability
- Women's specific fit: narrower heel and slimmer fit



L89 | POWER PINK



NEW STYLE

MADE IN USA IDW SHRED WSF

Women's Ski Zero Cushion Paths Crossed Print OTC Socks

SW002502

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

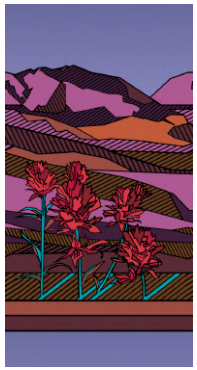
CONTENT: 55% Merino Wool 10% Nylon 31% Recycled Nylon 1% Elastane 3% Polyester

SIZES: S-L

- Jordan Ann Craig designs by Smartwool®, brought together to empower Indigenous communities.
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



J33 | PICANTE



MADE IN USA IDW SHRED WSF

Women's Ski Zero Cushion Floral Field Print OTC Socks

SW002165

WHOLESALE: $14.50 | MSRP: $29.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 55% Merino Wool 12% Nylon 29% Recycled Nylon 3% Elastane 1% Polyester

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit



NEW

G74 | TWILIGHT BLUE

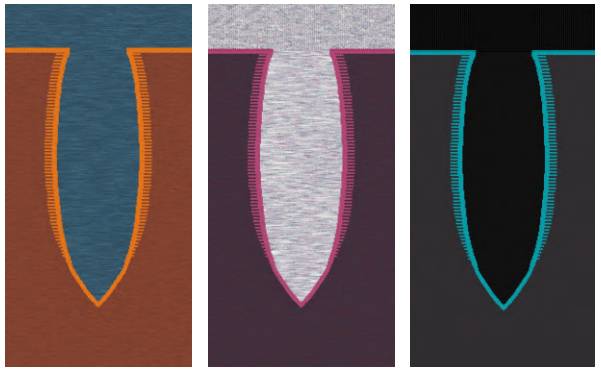


EXTENDED SIZES

L90 | PURPLE IRIS



003 | CHARCOAL



MADE IN USA IDW WSF

Women's Ski Targeted Cushion OTC Socks

SW001862

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 57% Merino Wool 10% Nylon 30% Recycled Nylon 3% Elastane

SIZES: S-L (S-XL: L90)

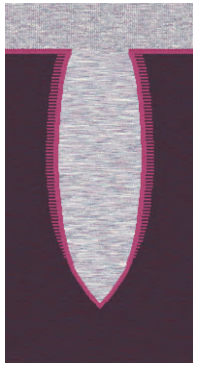
- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit



L90 | PURPLE IRIS



003 | CHARCOAL



MADE IN USA IDW WSF STRETCH

Women's Ski Targeted Cushion Extra Stretch OTC Socks

SW002166

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 55% Merino Wool 10% Nylon 33% Recycled Nylon 2% Elastane

SIZES: S-XL

- Extra stretch calf for greater comfort that accommodates fuller calves
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort



NEW

K11 | HONEY GOLD

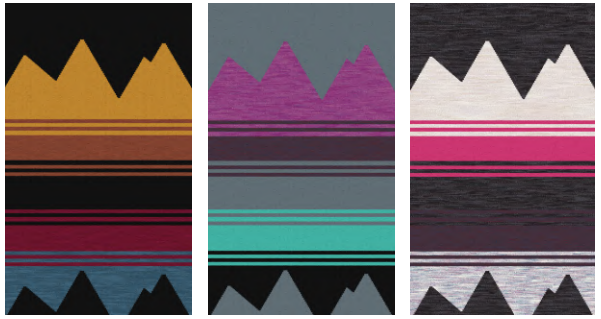


NEW

L88 | PEWTER BLUE



003 | CHARCOAL



MADE IN USA IDW WSF

Women's Ski Targeted Cushion Pattern OTC Socks

SW001863

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

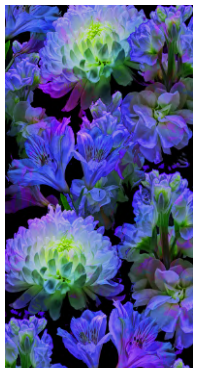
CONTENT: 57% Merino Wool 10% Nylon 30% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit



001 | BLACK



NEW STYLE

MADE IN USA IDW WSF

Women's Ski Targeted Cushion Electric Lotus Print OTC Socks

SW002512

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 57% Merino Wool 10% Nylon 30% Recycled Nylon 2% Elastane 1% Polyester

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability
- Women's specific fit: narrower heel and slimmer fit



810 | CAPRI



MADE IN USA IDW WSF

Women's Ski Targeted Cushion Snow Bunny Print OTC Socks

SW002167

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 57% Merino Wool 10% Nylon 30% Recycled Nylon 2% Elastane 1% Polyester

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit



NEW

B72 | FROSTY GREEN

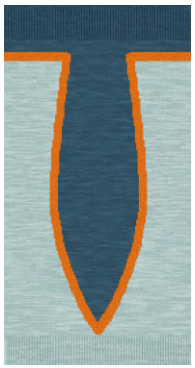


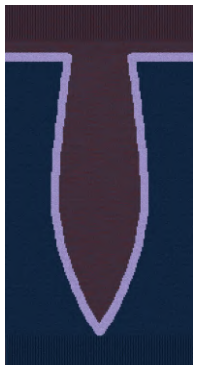
EXTENDED SIZES

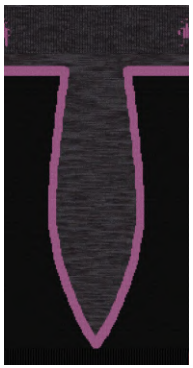
L90 | PURPLE IRIS



001 | BLACK







MADE IN USA IDW WSF

Women's Ski Full Cushion OTC Socks

SW001859

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 7% Nylon 28% Recycled Nylon 2% Elastane

SIZES: S-L (S-XL: L90)

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit



NEW

K11 | HONEY GOLD



NEW

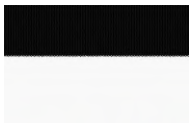
B72 | FROSTY GREEN



L90 | PURPLE IRIS









003 | CHARCOAL



MADE IN USA IDW WSF

Women's Ski Full Cushion Snowpocalypse Pattern OTC Socks

SW002170

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 59% Merino Wool 7% Nylon 32% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit

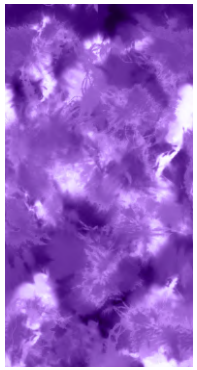
MADE IN USA IDW WSF

Women's Ski Full Cushion Tie Dye Print OTC Socks

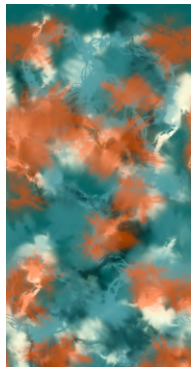
SW002171

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

NEW
L90 | PURPLE IRIS



L81 | CASCADE GREEN



Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 52% Merino Wool 6% Nylon 40% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit

MADE IN USA IDW WSF

Women's Snowboard Targeted Cushion OTC Socks

SW001870

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

NEW
L90 | PURPLE IRIS



NEW
G74 | TWILIGHT BLUE



A81 | MOONBEAM



Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 64% Merino Wool 7% Nylon 27% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit

MADE IN USA IDW WSF STRETCH

Women's Snowboard Targeted Cushion Extra Stretch OTC Socks

SW002188

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 08/10/2024

NEW
J33 | PICANTE



NEW
G74 | TWILIGHT BLUE



Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 64% Merino Wool 7% Nylon 27% Recycled Nylon 2% Elastane

SIZES: S-XL

- Extra stretch calf for greater comfort that accommodates fuller calves
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort

MADE IN USA IDW WSF

Women's Snowboard Full Cushion Moon Energy OTC Socks

SW002172

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 08/10/2024

NEW
K11 | HONEY GOLD



A81 | MOONBEAM



Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 62% Merino Wool 7% Nylon 29% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Wider welt for secure fit and comfort
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit: narrower heel and slimmer fit

MEN'S

Hike

Smartwool



MARKETING STYLE
G74 | TWILIGHT BLUE



039 | LIGHT GRAY



001 | BLACK

NEW STYLE
MADE IN USA IDW

Hike Targeted Cushion Ankle Socks

SW002479

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Targeted Cushion

CONTENT: 55% Merino Wool 6% Nylon 36% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Mesh zones for added breathability



MARKETING STYLE
K18 | WINTER MOSS



052 | MEDIUM GRAY



001 | BLACK

NEW STYLE
MADE IN USA IDW

Hike Targeted Cushion Crew Socks

SW002492

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Mesh zones for added breathability



880 | FOSSIL



EXTENDED SIZES
052 | MEDIUM GRAY



EXTENDED SIZES
003 | CHARCOAL

MADE IN USA IDW

Hike Light Cushion Low Ankle Socks

SW001610

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Light Cushion

CONTENT: 59% Merino Wool 6% Nylon 33% Recycled Nylon 2% Elastane

SIZES: M-XL (S-XXL: 052 & 003)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort



NEW
092 | DEEP NAVY



848 | CHESTNUT-FOSSIL



EXTENDED SIZES
052 | MEDIUM GRAY



EXTENDED SIZES
003 | CHARCOAL

MADE IN USA IDW

Hike Light Cushion Ankle Socks

SW001611

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 58% Merino Wool 7% Nylon 33% Recycled Nylon 2% Elastane

SIZES: M-XL (S-XXL: 052 & 003)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



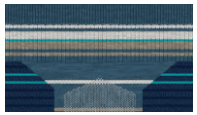
NEW

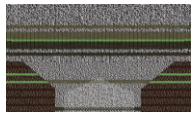
G74 | TWILIGHT BLUE



NEW

H85 | ASH-CHARCOAL





MADE IN USA IDW

Hike Light Cushion Pattern Ankle Socks

SW001612

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 58% Merino Wool 6% Nylon 34% Recycled Nylon 2% Elastane

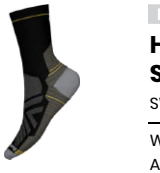
SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



NEW

K18 | WINTER MOSS



001 | BLACK

MADE IN USA IDW

Hike Light Cushion Mid Crew Socks

SW001613

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 6% Nylon 35% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



NEW

H85 | ASH-CHARCOAL



092 | DEEP NAVY





MADE IN USA IDW

Hike Light Cushion Striped Mid Crew Socks

SW001609

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



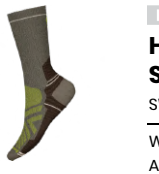
NEW

P32 | TWILIGHT BLUE-PEWTER BLUE



NEW

P31 | TAUPE-LAGUNA BLUE



M83 | MILITARY OLIVE-FOSSIL



EXTENDED SIZES

052 | MEDIUM GRAY



EXTENDED SIZES

003 | CHARCOAL



069 | ASH

MADE IN USA IDW

Hike Light Cushion Crew Socks

SW001614

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 34% Recycled Nylon 3% Elastane

SIZES: M-XL (S-XXL: 052 & 003)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



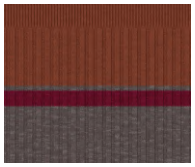
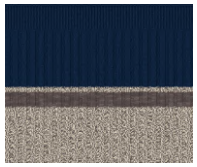
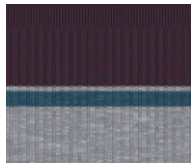


NEW

236 | TAUPE

G26 | TAUPE-NATURAL MARL

039 | LIGHT GRAY

MADE IN USA IDW

Hike Light Cushion Winding Trail Crew Socks

SW001896

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 58% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane

SIZES: M-XL

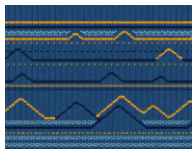
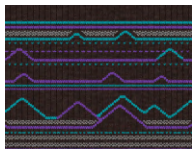
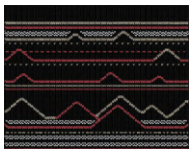
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit




J96 | LAGUNA BLUE

207 | CHESTNUT

001 | BLACK

MADE IN USA IDW

Hike Light Cushion Mountain Range Pattern Crew Socks

SW001615

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit

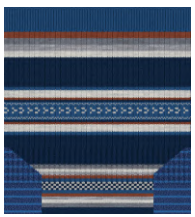




092 | DEEP NAVY

003 | CHARCOAL

069 | ASH





MADE IN USA IDW

Hike Light Cushion Panorama Crew Socks

SW002160

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit




NEW

K18 | WINTER MOSS

039 | LIGHT GRAY




MADE IN USA IDW

Hike Light Cushion Camp Gear Crew Socks

SW002262

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



J96 | LAGUNA BLUE



MADE IN USA IDW

Hike Light Cushion Colorado Crew Socks

SW001931

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 34% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



K18 | WINTER MOSS



NEW STYLE

MADE IN USA SHRED

Hike Light Cushion Campground Print Crew Socks

SW002478

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

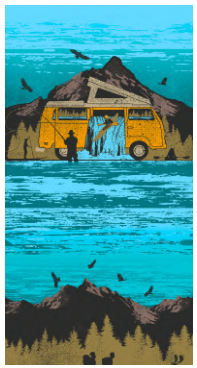
CONTENT: 56% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane 2% Polyester

SIZES: M-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort



150 | MULTI COLOR



MADE IN USA IDW

Hike Light Cushion Great Excursion Print Crew Socks

SW001987

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane 2% Polyester

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



001 | BLACK



MADE IN USA IDW

Hike Light Cushion Pride Pattern Crew Socks

SW001702

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: S-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



150 | MULTI COLOR



MADE IN USA IDW

Hike Light Cushion Love Lives Here Print Crew Socks

SW002269

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane 2% Polyester

SIZES: S-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort



EXTENDED SIZES

207 | CHESTNUT



039 | LIGHT GRAY



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW

Hike Full Cushion Crew Socks

SW001618

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 7% Nylon 28% Recycled Nylon 2% Elastane

SIZES: M-XL (S-XXL: 207 & 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



NEW

K18 | WINTER MOSS

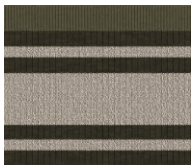


NEW

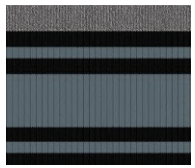
880 | FOSSIL



H85 | ASH-CHARCOAL







MADE IN USA IDW

Hike Full Cushion Lolo Trail Crew Socks

SW001894

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 7% Nylon 28% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit



D11 | MILITARY OLIVE



052 | MEDIUM GRAY

MADE IN USA IDW

Mountaineer Maximum Cushion Tall Crew Socks

SW001902

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Tall Crew

CUSHIONING: Maximum Cushion

CONTENT: 71% Merino Wool 8% Nylon 20% Recycled Nylon 1% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Our thickest and warmest performance sock
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit

100 | NATURAL



001 | BLACK

MADE IN USA

Hike Classic Edition Zero Cushion Liner Crew Socks

SW001650

WHOLESALE: $8.00 | MSRP: $16.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 59% Merino Wool 7% Nylon 31% Recycled Nylon 2% Elastane 1% Polyester

SIZES: S-XL

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



B25 | ALPINE BLUE



D11 | MILITARY OLIVE



880 | FOSSIL



039 | LIGHT GRAY

MADE IN USA

Hike Classic Edition Light Cushion Ankle Socks

SW002198

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 67% Merino Wool 7% Nylon 25% Recycled Nylon 1% Elastane

SIZES: S-XL

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



B25 | ALPINE BLUE



D11 | MILITARY OLIVE



EXTENDED SIZES

236 | TAUPE



EXTENDED SIZES

039 | LIGHT GRAY

MADE IN USA

Hike Classic Edition Light Cushion Crew Socks

SW012900

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 67% Merino Wool 8% Nylon 24% Recycled Nylon 1% Elastane

SIZES: S-XL (S-XXL: 236 & 039)

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



092 | DEEP NAVY



207 | CHESTNUT



001 | BLACK

MADE IN USA

Hike Classic Edition Light Cushion Solid Crew Socks

SW001645

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

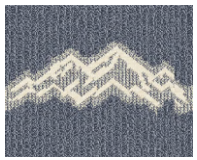
CONTENT: 67% Merino Wool 7% Nylon 24% Recycled Nylon 1% Elastane 1% Polyester

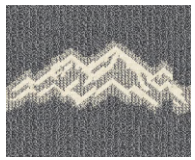
SIZES: S-XL

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort


092 | DEEP NAVY


001 | BLACK





MADE IN USA

Hike Classic Edition Light Cushion Mountain Pattern Crew Socks

SW001644

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 67% Merino Wool 7% Nylon 25% Recycled Nylon 1% Elastane

SIZES: S-XL

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort


EXTENDED SIZES
092 | DEEP NAVY


364 | SAGE


EXTENDED SIZES
207 | CHESTNUT


EXTENDED SIZES
052 | MEDIUM GRAY


EXTENDED SIZES
001 | BLACK

MADE IN USA

Hike Classic Edition Full Cushion Crew Socks

SW013000

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 66% Merino Wool 8% Nylon 25% Recycled Nylon 1% Elastane

SIZES: S-XL (S-XXL: 092, 207, 052 & 001)

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort


D11 | MILITARY OLIVE


001 | BLACK

MADE IN USA

Hike Classic Edition Full Cushion Solid Crew Socks

SW001646

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 67% Merino Wool 11% Nylon 20% Recycled Nylon 1% Elastane 1% Polyester

SIZES: S-XL

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort


G61 | MIST BLUE


039 | LIGHT GRAY

MADE IN USA

Hike Classic Edition Full Cushion 2nd Cut Crew Socks

SW002246

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 33% Merino Wool 33% Other Fiber 9% Nylon 24% Recycled Nylon 1% Elastane

SIZES: S-XL

- Our first sock construction, only now featuring our 2nd Cut yarn – utilizing a mix of 50% recycled fibers from a combination of our sock take back program, canister waste and 50% virgin Merino wool to create new socks
- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



236 | TAUPE



003 | CHARCOAL

NEW STYLE

MADE IN USA

Hike Classic Edition Full Cushion OTC Socks

SW002628

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 71% Merino Wool 8% Nylon 20% Recycled Nylon 1% Elastane

SIZES: S-XL

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



EXTENDED SIZES

410 | NAVY



236 | TAUPE



EXTENDED SIZES

052 | MEDIUM GRAY



001 | BLACK

MADE IN USA

Hike Classic Edition Extra Cushion Crew Socks

SW013100

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Extra Cushion

CONTENT: 70% Merino Wool 8% Nylon 21% Recycled Nylon 1% Elastane

SIZES: S-XL (S-XXL: 410 & 052)

- Our first sock construction, only now featuring recycled nylon (content varies by style)
- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



236 | TAUPE

EXTENDED SIZES



003 | CHARCOAL

MADE IN USA

Mountaineer Classic Edition Maximum Cushion Crew Socks

SW013300

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Maximum Cushion

CONTENT: 74% Merino Wool 8% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-XL (S-XXL: 003)

- Our thickest, warmest sock
- Elasticized arch brace for secure fit
- Flat knit toe seam for additional comfort

WOMEN'S

Hike

Smartwool



880 | FOSSIL



003 | CHARCOAL



052 | MEDIUM GRAY

NEW STYLE

MADE IN USA IDW WSF

Women's Hike Targeted Cushion Ankle Socks

SW002497

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Mesh zones for added breathability
- Women's specific fit



MARKETING STYLE

H76 | PURPLE ECLIPSE



B25 | ALPINE BLUE



001 | BLACK

NEW STYLE

MADE IN USA IDW WSF

Women's Hike Targeted Cushion Crew Socks

SW002498

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit
- Mesh zones for added breathability
- Additional body-mapped mesh zones for added breathability
- Comfort welt with 'stay put' fit



NEW

G74 | TWILIGHT BLUE



NEW

052 | MEDIUM GRAY



G26 | TAUPE-NATURAL MARL



003 | CHARCOAL



069 | ASH

MADE IN USA IDW WSF

Women's Hike Light Cushion Low Ankle Socks

SW001570

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit



NEW

236 | TAUPE



NEW

052 | MEDIUM GRAY



H76 | PURPLE ECLIPSE



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW WSF

Women's Hike Light Cushion Ankle Socks

SW001571

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

SIZES: S-L (S-XL: 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit


G74 | TWILIGHT BLUE


069 | ASH





MADE IN USA IDW WSF

Women's Hike Light Cushion Clear Canyon Ankle Socks

SW002177

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 54% Merino Wool 6% Nylon 38% Recycled Nylon 2% Elastane

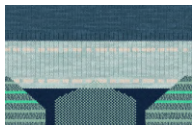
SIZES: S-L

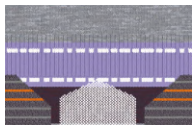
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit

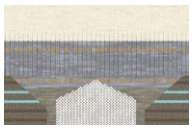

NEW
B72 | FROSTY GREEN


L46 | ULTRA VIOLET


100 | NATURAL







MADE IN USA IDW WSF

Women's Hike Light Cushion Margarita Ankle Socks

SW001579

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 58% Merino Wool 6% Nylon 34% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit


L90 | PURPLE IRIS


052 | MEDIUM GRAY

MADE IN USA IDW WSF

Women's Hike Light Cushion Mid Crew Socks

SW001572

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 6% Nylon 35% Recycled Nylon 3% Elastane

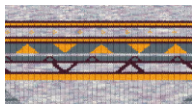
SIZES: S-L

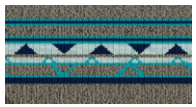
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit

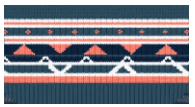

NEW
H76 | PURPLE ECLIPSE


NEW
M83 | MILITARY OLIVE-FOSSIL

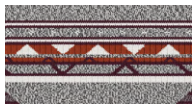

G74 | TWILIGHT BLUE








H85 | ASH-CHARCOAL



MADE IN USA IDW WSF

Women's Hike Light Cushion Zig Zag Valley Mid Crew Socks

SW001580

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Light Cushion

CONTENT: 55% Merino Wool 6% Nylon 37% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit



NEW
L89 | POWER PINK

G74 | TWILIGHT BLUE

236 | TAUPE

EXTENDED SIZES
880 | FOSSIL

EXTENDED SIZES
003 | CHARCOAL

069 | ASH

MADE IN USA IDW WSF

Women's Hike Light Cushion Crew Socks

SW001573

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 58% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane

SIZES: S-L (S-XXL: 880 & 003)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit



NEW
880 | FOSSIL

N59 | DEEP NAVY-POWER PINK

G26 | TAUPE-NATURAL MARL

MADE IN USA IDW WSF

Women's Hike Light Cushion Tube Stripe Crew Socks

SW001578

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 34% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit



H76 | PURPLE ECLIPSE

J33 | PICANTE

092 | DEEP NAVY

100 | NATURAL

MADE IN USA IDW WSF

Women's Hike Light Cushion Margarita Crew Socks

SW001586

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit



B72 | FROSTY GREEN

003 | CHARCOAL

NEW STYLE
MADE IN USA IDW WSF

Women's Hike Light Cushion Hoo Who Crew Socks

SW002495

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

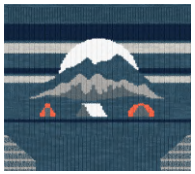
SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit
- Additional body-mapped mesh zones for added breathability


G74 | TWILIGHT BLUE


A81 | MOONBEAM


003 | CHARCOAL







MADE IN USA IDW WSF

Women's Hike Light Cushion Mountain Moon Crew Socks

SW002272

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 35% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's Specific Fit


L89 | POWER PINK



NEW STYLE

MADE IN USA IDW WSF

Women's Hike Light Cushion Hilltop Daydream Print Crew Socks

SW002496

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

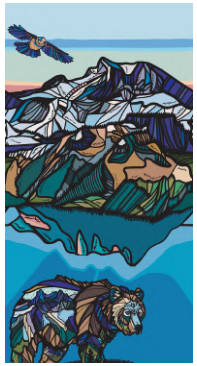
CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane 2% Polyester

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit


150 | MULTI COLOR



MADE IN USA IDW WSF

Women's Hike Light Cushion Icy Range Print Crew Socks

SW001988

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 6% Nylon 33% Recycled Nylon 3% Elastane 2% Polyester

SIZES: S-L

- Kate Zessel designs by Smartwool®
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit


NEW
880 | FOSSIL


092 | DEEP NAVY


EXTENDED SIZES
052 | MEDIUM GRAY

MADE IN USA IDW WSF

Women's Hike Full Cushion Crew Socks

SW001574

WHOLESALE: $13.00 | MSRP: $26.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 62% Merino Wool 7% Nylon 29% Recycled Nylon 2% Elastane

SIZES: S-L (S-XL: 052)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit



NEW

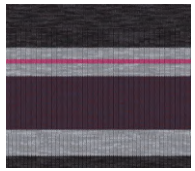
B72 | FROSTY GREEN



NEW

003 | CHARCOAL





MADE IN USA IDW WSF

Women's Hike Full Cushion Saturnsphere Crew Socks

SW001583

WHOLESALE: $13.00 | MSRP: $26.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 62% Merino Wool 7% Nylon 29% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Additional body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit
- Women's specific fit



L90 | PURPLE IRIS



G74 | TWILIGHT BLUE



069 | ASH

MADE IN USA

Women's Hike Classic Edition Light Cushion Ankle Socks

SW002434

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 67% Merino Wool 7% Nylon 25% Recycled Nylon 1% Elastane

SIZES: S-L

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



J21 | BLEACHED AQUA



G61 | MIST BLUE



236 | TAUPE



052 | MEDIUM GRAY

MADE IN USA

Women's Hike Classic Edition Light Cushion Crew Socks

SW010293

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 67% Merino Wool 7% Nylon 25% Recycled Nylon 1% Elastane

SIZES: S-L

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort

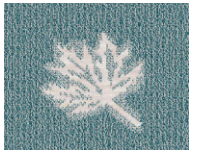


A22 | MEADOW MAUVE



G74 | TWILIGHT BLUE





MADE IN USA

Women's Hike Classic Edition Light Cushion Leaf Pattern Crew Socks

SW001632

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 69% Merino Wool 8% Nylon 22% Recycled Nylon 1% Elastane

SIZES: S-L

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



EXTENDED SIZES
590 | BORDEAUX



410 | NAVY



G51 | DARK SAGE



EXTENDED SIZES
069 | ASH

MADE IN USA

Women's Hike Classic Edition Full Cushion Crew Socks

SW010294

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 65% Merino Wool 10% Nylon 24% Recycled Nylon 1% Elastane

SIZES: S-L (S-XL: 590 & 069)

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



590 | BORDEAUX



G74 | TWILIGHT BLUE

MADE IN USA

Women's Hike Classic Edition Full Cushion Solid Crew Socks

SW001648

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 68% Merino Wool 8% Nylon 22% Recycled Nylon 1% Elastane 1% Polyester

SIZES: S-L

- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



L90 | PURPLE IRIS



G74 | TWILIGHT BLUE

MADE IN USA

Women's Hike Classic Edition Full Cushion 2nd Cut Crew Socks

SW002447

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 33% Merino Wool 33% Other Fiber 9% Nylon 24% Recycled Nylon 1% Elastane

SIZES: S-L

- Our first sock construction, only now featuring our 2nd Cut yarn – utilizing a mix of 50% recycled fibers from a combination of our sock take back program, canister waste and 50% virgin Merino wool to create new socks
- Elasticized arch brace for a secure fit
- Flat knit toe seam for additional comfort



236 | TAUPE



039 | LIGHT GRAY

MADE IN USA

Women's Mountaineer Classic Edition Maximum Cushion Crew Socks

SW001642

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Maximum Cushion

CONTENT: 74% Merino Wool 8% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-L

- Elasticized arch brace for secure fit
- Flat knit toe seam for additional comfort

MEN'S

Run

Smartwool


122 | WHITE


K11 | HONEY GOLD


J96 | LAGUNA BLUE


K18 | WINTER MOSS


EXTENDED SIZES
039 | LIGHT GRAY


EXTENDED SIZES
001 | BLACK

MADE IN USA IDW SHRED

Run Zero Cushion Low Ankle Socks

SW001651

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 50% Merino Wool 6% Nylon 40% Recycled Nylon 4% Elastane

SIZES: M-XL (S-XXL: 039 & 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Achilles tab prevents sock from slipping into footwear


150 | MULTI COLOR



MADE IN USA IDW SHRED

Run Zero Cushion Pride Rainbow Print Low Ankle Socks

SW002081

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 50% Merino Wool 25% Nylon 21% Recycled Nylon 3% Elastane 1% Polyester

SIZES: S-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Achilles tab prevents sock from slipping into footwear


092 | DEEP NAVY


D11 | MILITARY OLIVE


EXTENDED SIZES
052 | MEDIUM GRAY


EXTENDED SIZES
001 | BLACK

MADE IN USA IDW SHRED

Run Zero Cushion Ankle Socks

SW001653

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 47% Merino Wool 12% Nylon 37% Recycled Nylon 4% Elastane

SIZES: M-XL (S-XXL: 052 & 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort


NEW
001 | BLACK


G74 | TWILIGHT BLUE

MADE IN USA IDW SHRED

Run Zero Cushion Mid Crew Socks

SW001655

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Zero Cushion

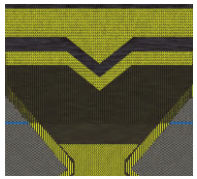
CONTENT: 51% Merino Wool 14% Nylon 31% Recycled Nylon 4% Elastane

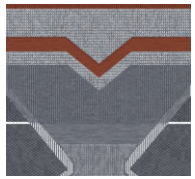
SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort


D11 | MILITARY OLIVE


052 | MEDIUM GRAY





MADE IN USA IDW SHRED

Run Zero Cushion Mid Crew Pattern Socks

SW001656

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Zero Cushion

CONTENT: 51% Merino Wool 15% Nylon 30% Recycled Nylon 4% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort


NEW
L88 | PEWTER BLUE


J33 | PICANTE


J96 | LAGUNA BLUE


EXTENDED SIZES
052 | MEDIUM GRAY


EXTENDED SIZES
001 | BLACK

MADE IN USA IDW

Run Targeted Cushion Low Ankle Socks

SW001659

WHOLESALE: $9.50 | MSRP: $19.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: M-XL (S-XXL: 052 & 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Achilles tab prevents sock from slipping into footwear


NEW
EXTENDED SIZES


L17 | ORANGE RUST


092 | DEEP NAVY


EXTENDED SIZES
001 | BLACK

MADE IN USA IDW

Run Targeted Cushion Ankle Socks

SW001661

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Targeted Cushion

CONTENT: 55% Merino Wool 6% Nylon 36% Recycled Nylon 3% Elastane

SIZES: M-XL (S-XXL: 052 & 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort


NEW
092 | DEEP NAVY


NEW
L88 | PEWTER BLUE

MADE IN USA IDW

Run Targeted Cushion Mid Crew Socks

SW001663

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Mid Crew

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort



NEW
D11 | MILITARY OLIVE



B25 | ALPINE BLUE



EXTENDED SIZES
001 | BLACK

MADE IN USA IDW

Run Cold Weather Targeted Cushion Crew Socks

SW001905

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

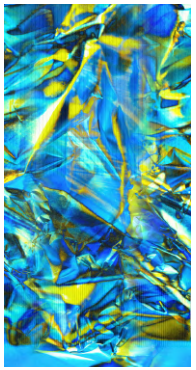
CONTENT: 56% Merino Wool 6% Nylon 35% Recycled Nylon 3% Elastane

SIZES: M-XL (S-XXL: 001)

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Crew height adds extra warmth under tights



MARKETING STYLE
810 | CAPRI



NEW STYLE

MADE IN USA IDW

Trail Run Targeted Cushion Reflections Print Crew Socks

SW002491

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

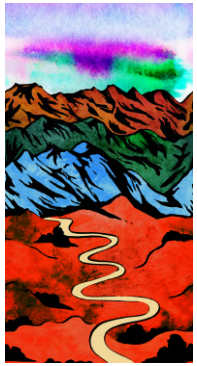
CONTENT: 53% Merino Wool 14% Nylon 28% Recycled Nylon 3% Elastane 2% Polyester

SIZES: M-XL

- Virtually Seamless™ toe for enhanced comfort
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability



L17 | ORANGE RUST



MADE IN USA IDW

Trail Run Targeted Cushion Singletrack Print Crew Socks

SW002267

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 53% Merino Wool 14% Nylon 28% Recycled Nylon 3% Elastane 2% Polyester

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort



NEW
052 | MEDIUM GRAY



092 | DEEP NAVY

MADE IN USA IDW

Run Targeted Cushion Compression OTC Socks

SW002268

WHOLESALE: $20.50 | MSRP: $41.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 49% Merino Wool 12% Nylon 31% Recycled Nylon 8% Elastane

SIZES: M-XL

- 20-30 mmHg Graduated Compression
- Mesh patterning in the leg of the sock for improved breathability
- Indestructawool™ technology with extended durability zones
- Mesh zones for added breathability

WOMEN'S

Run

Smartwool



122 | WHITE



L46 | ULTRA VIOLET



E21 | OCEAN ABYSS



EXTENDED SIZES

052 | MEDIUM GRAY



003 | CHARCOAL



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW SHRED WSF

Women's Run Zero Cushion Low Ankle Socks

SW001668

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 47% Merino Wool 12% Nylon 37% Recycled Nylon 4% Elastane

SIZES: S-L (S-XL: 052 & 001)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit
- Achilles tab prevents sock from slipping into footwear



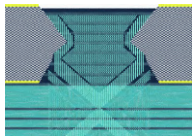
122 | WHITE



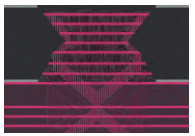
823 | TANDOORI ORANGE



L89 | POWER PINK







MADE IN USA IDW SHRED WSF

Women's Run Zero Cushion Stripe Low Ankle Socks

SW001669

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 53% Merino Wool 13% Nylon 30% Recycled Nylon 4% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit
- Achilles tab prevents sock from slipping into footwear



823 | TANDOORI ORANGE



810 | CAPRI



L85 | EMERALD GREEN







MADE IN USA IDW SHRED WSF

Women's Run Zero Cushion Ombre Print Low Ankle Socks

SW001670

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 51% Merino Wool 25% Nylon 19% Recycled Nylon 4% Elastane 1% Polyester

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit
- Achilles tab prevents sock from slipping into footwear



L46 | ULTRA VIOLET



L88 | PEWTER BLUE



001 | BLACK

MADE IN USA IDW SHRED WSF

Women's Run Zero Cushion Ankle Socks

SW001674

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 47% Merino Wool 11% Nylon 39% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit



N62 | ASH-POWER PINK



122 | WHITE



L88 | PEWTER BLUE



G74 | TWILIGHT BLUE



EXTENDED SIZES

052 | MEDIUM GRAY



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW WSF

Women's Run Targeted Cushion Low Ankle Socks

SW001671

WHOLESALE: $9.50 | MSRP: $19.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Targeted Cushion

CONTENT: 56% Merino Wool 6% Nylon 35% Recycled Nylon 3% Elastane

SIZES: S-L (S-XL: 052 & 001)

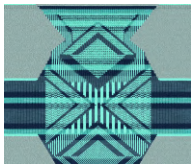
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit
- Achilles tab prevents sock from slipping into footwear



G74 | TWILIGHT BLUE



001 | BLACK





MADE IN USA IDW WSF

Women's Run Targeted Cushion Stripe Low Ankle Socks

SW001672

WHOLESALE: $9.50 | MSRP: $19.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit
- Achilles tab prevents sock from slipping into footwear

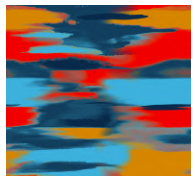


L89 | POWER PINK



B25 | ALPINE BLUE





MADE IN USA IDW WSF

Women's Run Targeted Cushion Brushed Print Low Ankle Socks

SW002122

WHOLESALE: $9.50 | MSRP: $19.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Targeted Cushion

CONTENT: 57% Merino Wool 6% Nylon 32% Recycled Nylon 3% Elastane 2% Polyester

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Achilles tab prevents sock from slipping into footwear



H76 | PURPLE ECLIPSE



G74 | TWILIGHT BLUE



EXTENDED SIZES

039 | LIGHT GRAY



001 | BLACK

MADE IN USA IDW WSF

Women's Run Targeted Cushion Ankle Socks

SW001675

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: S-L (S-XL: 039)

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit



NEW

G74 | TWILIGHT BLUE



092 | DEEP NAVY



EXTENDED SIZES

001 | BLACK

MADE IN USA IDW WSF

Women's Run Cold Weather Targeted Cushion Crew Socks

SW001857

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 55% Merino Wool 6% Nylon 36% Recycled Nylon 3% Elastane

SIZES: S-L (S-XL: 001)

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Crew height adds extra warmth under tights
- Women's specific fit



MARKETING STYLE

001 | BLACK

NEW STYLE

MADE IN USA IDW WSF

Women's Trail Run Targeted Cushion Water Shimmer Print Crew Socks

SW002490

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 10% Nylon 32% Recycled Nylon 1% Elastane 3% Polyester

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit

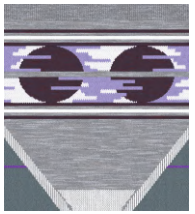


A22 | MEADOW MAUVE



039 | LIGHT GRAY





MADE IN USA IDW WSF

Women's Trail Run Targeted Cushion Sunset Trail Crew Socks

SW002275

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 53% Merino Wool 14% Nylon 31% Recycled Nylon 2% Elastane

SIZES: S-L

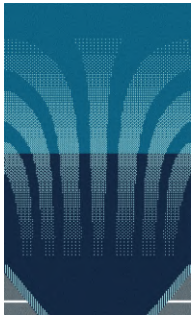
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit



092 | DEEP NAVY



001 | BLACK





MADE IN USA IDW WSF

Women's Run Targeted Cushion Compression OTC Socks

SW002276

WHOLESALE: $20.50 | MSRP: $41.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Targeted Cushion

CONTENT: 49% Merino Wool 12% Nylon 31% Recycled Nylon 8% Elastane

SIZES: S-L

- 20-30 mmHg Graduated Compression
- Mesh patterning in the leg of the sock for improved breathability
- Indestructawool™ technology with extended durability zones
- Mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit

MEN'S

Bike

Smartwool



K18 | WINTER MOSS



001 | BLACK

MADE IN USA IDW SHRED

Bike Zero Cushion Low Ankle Socks

SW001964

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 54% Merino Wool 10% Nylon 34% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Achilles tab prevents sock from slipping into footwear



K18 | WINTER MOSS



001 | BLACK

MADE IN USA IDW SHRED

Bike Zero Cushion Ankle Socks

SW001989

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 54% Merino Wool 12% Nylon 32% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort



K18 | WINTER MOSS



001 | BLACK

MADE IN USA IDW SHRED

Bike Zero Cushion Crew Socks

SW001966

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 56% Merino Wool 14% Nylon 28% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort



L88 | PEWTER BLUE





001 | BLACK



MADE IN USA IDW SHRED

Bike Zero Cushion Ribbed Crew Socks

SW002260

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 51% Merino Wool 14% Nylon 31% Recycled Nylon 4% Elastane

SIZES: M-XL

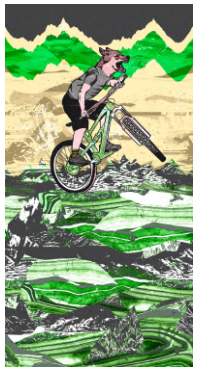
- Ribbed leg for styling and comfort
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort

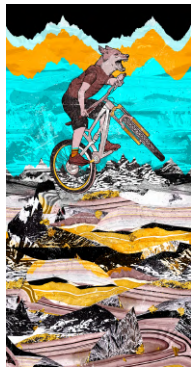


100 | NATURAL



150 | MULTI COLOR





MADE IN USA IDW SHRED

Bike Zero Cushion Wolf Print Crew Socks

SW001968

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 48% Merino Wool 15% Nylon 31% Recycled Nylon 4% Elastane 2% Polyester

SIZES: M-XL

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort

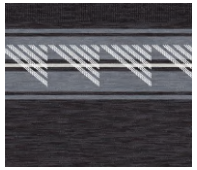


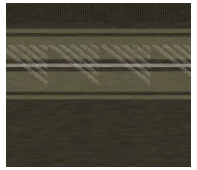
MARKETING STYLE

003 | CHARCOAL



D11 | MILITARY OLIVE





NEW STYLE

MADE IN USA IDW

Bike Targeted Cushion Cold Weather Crew Socks

SW002477

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Crew height adds extra warmth under tights

WOMEN'S

Bike

Smartwool



L90 | PURPLE IRIS



H76 | PURPLE ECLIPSE



B72 | FROSTY GREEN

MADE IN USA IDW SHRED WSF

Women's Bike Zero Cushion Low Ankle Socks

SW001969

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Low Ankle

CUSHIONING: Zero Cushion

CONTENT: 54% Merino Wool 10% Nylon 34% Recycled Nylon 2% Elastane

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Achilles tab prevents sock from slipping into footwear
- Women's specific fit



L88 | PEWTER BLUE



B72 | FROSTY GREEN

MADE IN USA IDW SHRED WSF

Women's Bike Zero Cushion Ankle Socks

SW001970

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 54% Merino Wool 12% Nylon 32% Recycled Nylon 2% Elastane

SIZES: S-L

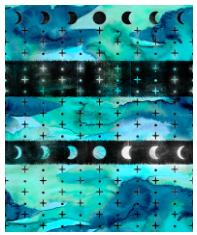
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit

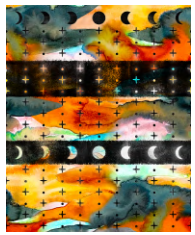


810 | CAPRI



150 | MULTI COLOR





MADE IN USA IDW SHRED WSF

Women's Bike Zero Cushion Celestial Print Ankle Socks

SW002114

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 47% Merino Wool 13% Nylon 35% Recycled Nylon 4% Elastane 1% Polyester

SIZES: S-L

- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit



B72 | FROSTY GREEN



MADE IN USA IDW SHRED WSF

Women's Bike Zero Cushion Ribbed Crew Socks

SW002271

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 51% Merino Wool 14% Nylon 31% Recycled Nylon 4% Elastane

SIZES: S-L

- Ribbed leg for styling and comfort
- Indestructawool™ technology with extended durability zones
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Mesh zones for added breathability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Women's specific fit

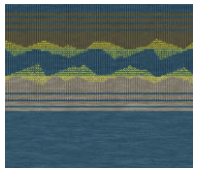


MARKETING STYLE

G74 | TWILIGHT BLUE



003 | CHARCOAL





NEW STYLE

MADE IN USA IDW WSF

Women's Bike Targeted Cushion Cold Weather Crew Socks

SW002494

WHOLESALE: $12.00 | MSRP: $24.00

Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 54% Merino Wool 6% Nylon 37% Recycled Nylon 3% Elastane

SIZES: S-L

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Body-mapped mesh zones for added breathability
- Virtually Seamless™ toe for enhanced comfort
- Crew height adds extra warmth under tights
- Women's specific fit

Hunt

Smartwool



H85 | ASH-CHARCOAL

MADE IN USA IDW

Hunt Light Cushion Tall Crew Socks

SW001901

WHOLESALE: $13.00 | MSRP: $26.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Tall Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 13% Nylon 28% Recycled Nylon 3% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Achilles strap provides extra protection and warmth
- Taller crew height accommodates a wide range of hunting boots



207 | CHESTNUT



H85 | ASH-CHARCOAL

MADE IN USA IDW

Hunt Full Cushion Tall Crew Socks

SW001900

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Tall Crew

CUSHIONING: Full Cushion

CONTENT: 67% Merino Wool 7% Nylon 24% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Achilles strap provides extra protection and warmth
- Taller crew height accommodates a wide range of hunting boots



D11 | MILITARY OLIVE

MADE IN USA IDW

Hunt Extra Cushion Tall Crew Socks

SW001899

WHOLESALE: $15.00 | MSRP: $30.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Tall Crew

CUSHIONING: Extra Cushion

CONTENT: 67% Merino Wool 11% Nylon 20% Recycled Nylon 2% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Achilles strap provides extra protection and warmth
- Taller crew height accommodates a wide range of hunting boots



001 | BLACK

MADE IN USA IDW

Hunt Extra Cushion OTC Socks

SW001898

WHOLESALE: $16.00 | MSRP: $32.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Extra Cushion

CONTENT: 71% Merino Wool 8% Nylon 20% Recycled Nylon 1% Elastane

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Virtually Seamless™ toe for enhanced comfort
- Achilles strap provides extra protection and warmth
- Taller crew height accommodates a wide range of hunting boots
- Taller crew height accommodates a wide range of hunting boots



880 | FOSSIL

MADE IN USA

Hunt Classic Edition Full Cushion Tall Crew Socks

SW002266

WHOLESALE: $11.50 | MSRP: $23.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 13% Nylon 22% Recycled Nylon 2% Elastane

SIZES: M-XL

- All-day comfort
- Taller crew height accommodates a wide range of hunting boots
- Flat knit toe seam for additional comfort



207 | CHESTNUT



MADE IN USA

Hunt Classic Edition Full Cushion Camo Tall Crew Socks

SW002265

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 60% Merino Wool 12% Nylon 26% Recycled Nylon 2% Elastane

SIZES: M-XL

- All-day comfort
- Taller crew height accommodates a wide range of hunting boots
- Smartwool® 2 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort



003 | CHARCOAL

MADE IN USA

Hunt Classic Edition Extra Cushion Tall Crew Socks

SW001875

WHOLESALE: $12.50 | MSRP: $25.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Tall Crew

CUSHIONING: Extra Cushion

CONTENT: 64% Merino Wool 10% Nylon 25% Recycled Nylon 1% Elastane

SIZES: M-XL

- All-day comfort
- Taller crew height accommodates a wide range of hunting boots
- Smartwool® 2 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort



001 | BLACK

MADE IN USA

Hunt Classic Edition Maximum Cushion Tall Crew Socks

SW001879

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Tall Crew

CUSHIONING: Maximum Cushion

CONTENT: 72% Merino Wool 10% Nylon 17% Recycled Nylon 1% Elastane

SIZES: M-XL

- All-day comfort
- Taller crew height accommodates a wide range of hunting boots
- Smartwool® 2 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort



003 | CHARCOAL

MADE IN USA

Hunt Classic Edition Maximum Cushion OTC Socks

SW001878

WHOLESALE: $16.50 | MSRP: $33.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Maximum Cushion

CONTENT: 73% Merino Wool 9% Nylon 17% Recycled Nylon 1% Elastane

SIZES: M-XL

- All-day comfort
- Smartwool® 2 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort

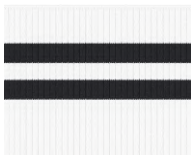
Athletic

Smartwool®

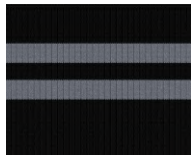

122 | WHITE


G74 | TWILIGHT BLUE


001 | BLACK







MADE IN USA

Athletic Stripe Crew Socks

SW002137

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 62% Merino Wool 11% Nylon 25% Recycled Nylon 2% Elastane

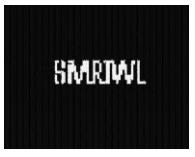
SIZES: S-XL

- Smartwool® 4 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort
- Reinforced sole for additional durability
- Virtually Seamless™ toe for enhanced comfort
- Mesh zones for added breathability


122 | WHITE


001 | BLACK





MADE IN USA

Athletic SMRTWL Logo Crew Socks

SW002250

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 62% Merino Wool 11% Nylon 25% Recycled Nylon 2% Elastane

SIZES: S-XL

- Smartwool® 4 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort
- Reinforced sole for additional durability
- Virtually Seamless™ toe for enhanced comfort
- Mesh zones for added breathability


100 | NATURAL


001 | BLACK





MADE IN USA

Athletic SMRTWL Retro Stripe Crew Socks

SW002135

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

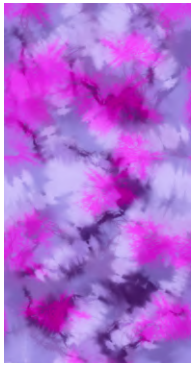
CONTENT: 62% Merino Wool 11% Nylon 25% Recycled Nylon 2% Elastane

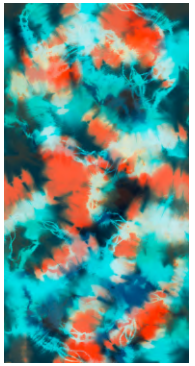
SIZES: S-XL

- Smartwool® 4 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort
- Reinforced sole for additional durability
- Virtually Seamless™ toe for enhanced comfort
- Mesh zones for added breathability


L90 | PURPLE IRIS


810 | CAPRI





MADE IN USA

Athletic Far Out Tie Dye Print Crew Socks

SW002136

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Targeted Cushion

CONTENT: 49% Merino Wool 11% Nylon 36% Recycled Nylon 2% Elastane 2% Polyester

SIZES: S-XL

- Smartwool® 4 Degree fit system with elasticized arch and ankle support designed to keep the sock in place
- Flat knit toe seam for additional comfort
- Reinforced sole for additional durability
- Virtually Seamless™ toe for enhanced comfort
- Mesh zones for added breathability

Everyday

Smartwool


100 | NATURAL


039 | LIGHT GRAY


001 | BLACK

MADE IN USA SHRED

Everyday Low Cut No Show Socks

SW001623

WHOLESALE: $9.00 | MSRP: $18.00
Available to sell: 06/10/2024

Product Details

HEIGHT: No Show

CUSHIONING: Zero Cushion

CONTENT: 52% Merino Wool 6% Nylon 40% Recycled Nylon 2% Elastane

SIZES: S-XL

- Virtually Seamless™ toe for enhanced comfort
- Internal gripper at heel to secure sock fit
- Shred Shield™ technology reduces wear from toes
- Sewn in Binder for secure stay in place fit
- Supportive arch brace

122 | WHITE


N70 | PURPLE IRIS-ULTRA VIOLET


G74 | TWILIGHT BLUE


052 | MEDIUM GRAY


069 | ASH


001 | BLACK

MADE IN USA SHRED

Everyday No Show Socks

SW001994

WHOLESALE: $8.00 | MSRP: $16.00
Available to sell: 06/10/2024

Product Details

HEIGHT: No Show

CUSHIONING: Zero Cushion

CONTENT: 61% Merino Wool 7% Nylon 30% Recycled Nylon 2% Elastane

SIZES: S-XL

- Internal gripper at heel to secure sock fit
- Virtually Seamless™ toe for enhanced comfort
- Shred Shield™ technology reduces wear from toes
- Sewn in Binder for secure stay in place fit
- Supportive arch brace
- Mesh zones for added breathability


L89 | POWER PINK


092 | DEEP NAVY


D11 | MILITARY OLIVE







MADE IN USA SHRED

Everyday Far Out Tie Dye Print No Show

SW002277

WHOLESALE: $8.00 | MSRP: $16.00
Available to sell: 06/10/2024

Product Details

HEIGHT: No Show

CUSHIONING: Zero Cushion

CONTENT: 58% Merino Wool 7% Nylon 30% Recycled Nylon 2% Elastane 3% Polyester

SIZES: S-XL

- Internal gripper at heel to secure sock fit
- Virtually Seamless™ toe for enhanced comfort
- Shred Shield™ technology reduces wear from toes
- Sewn in Binder for secure stay in place fit
- Supportive arch brace
- Mesh zones for added breathability

NEW
122 | WHITE


039 | LIGHT GRAY


001 | BLACK

MADE IN USA SHRED

Everyday Cushion No Show Socks

SW001995

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: No Show

CUSHIONING: Light Cushion

CONTENT: 72% Merino Wool 10% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-XL

- Internal gripper at heel to secure sock fit
- Light cushioning under foot for all-day comfort
- Virtually Seamless™ toe for enhanced comfort
- Shred Shield™ technology reduces wear from toes
- Sewn in Binder for secure stay in place fit
- Supportive arch brace
- Mesh zones for added breathability


B72 | FROSTY GREEN


001 | BLACK





MADE IN USA

Everyday Cable Ankle Socks

SW001829

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 72% Merino Wool 8% Nylon 19% Recycled Nylon 1% Elastane

SIZES: S-XL

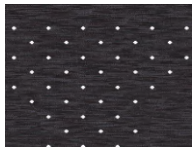
- Virtually Seamless™ toe for enhanced comfort

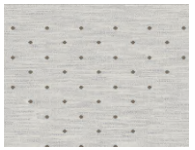

L90 | PURPLE IRIS


003 | CHARCOAL


069 | ASH







MADE IN USA SHRED

Everyday Classic Dot Ankle Socks

SW001840

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 52% Merino Wool 11% Nylon 34% Recycled Nylon 3% Elastane

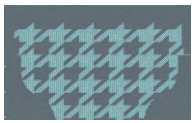
SIZES: S-XL

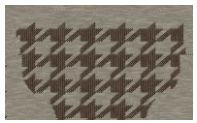
- Secure fit for all-day comfort
- Versatile durability
- Roll top welt
- Virtually Seamless™ toe for enhanced comfort
- Shred Shield™ technology reduces wear from toes

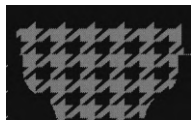

L88 | PEWTER BLUE


880 | FOSSIL


001 | BLACK







NEW STYLE

MADE IN USA SHRED

Everyday Hounds Tooth Ankle Socks

SW002515

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Zero Cushion

CONTENT: 52% Merino Wool 11% Nylon 34% Recycled Nylon 3% Elastane

SIZES: S-XL

- Virtually Seamless™ toe for enhanced comfort
- Versatile durability
- Shred Shield™ technology reduces wear from toes
- Secure fit for all-day comfort
- Roll top welt


039 | LIGHT GRAY


001 | BLACK

MADE IN USA

Everyday Solid Rib Ankle Socks

SW002115

WHOLESALE: $9.50 | MSRP: $19.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Light Cushion

CONTENT: 49% Merino Wool 8% Nylon 41% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Virtually Seamless™ toe for enhanced comfort



NEW

880 | FOSSIL



108 | DEEP NAVY HEATHER



100 | NATURAL



052 | MEDIUM GRAY



001 | BLACK

MADE IN USA

Everyday Cable Crew Socks

SW001830

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 74% Merino Wool 8% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-XL

- Virtually Seamless™ toe for enhanced comfort



108 | DEEP NAVY HEATHER



052 | MEDIUM GRAY



001 | BLACK

MADE IN USA

Everyday Cable Crew 2 Pack Socks

SW001831

WHOLESALE: $19.00 | MSRP: $38.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 74% Merino Wool 8% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-XL

- Virtually Seamless™ toe for enhanced comfort
- 2 Pack of Everyday Cable Crew Socks



NEW

P28 | TWILIGHT BLUE-MOONBEAM





NEW

M83 | MILITARY OLIVE-FOSSIL





003 | CHARCOAL





M84 | UVIOLET-PURP IRIS MARL



MADE IN USA

Everyday Color Block Cable Crew Socks

SW001832

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 75% Merino Wool 8% Nylon 16% Recycled Nylon 1% Elastane

SIZES: S-XL

- Virtually Seamless™ toe for enhanced comfort



207 | CHESTNUT



003 | CHARCOAL



001 | BLACK



039 | LIGHT GRAY

MADE IN USA SHRED

Everyday Anchor Line Crew Socks

SW001735

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 52% Merino Wool 13% Nylon 31% Recycled Nylon 4% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort

MADE IN USA SHRED

Everyday Top Split Stripe Crew Socks

SW001946

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Zero Cushion

CONTENT: 53% Merino Wool 14% Nylon 29% Recycled Nylon 4% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort
- Shred Shield™ technology reduces wear from toes


NEW
092 | DEEP NAVY



NEW
236 | TAUPE



016 | BLACK-CHARCOAL


MADE IN USA SHRED

Everyday Spruce Street Crew Socks

SW001736

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

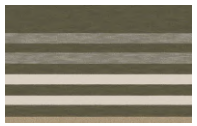
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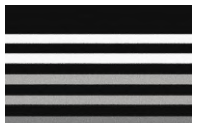
CUSHIONING: Zero Cushion

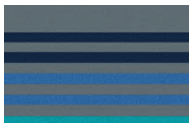
CONTENT: 52% Merino Wool 14% Nylon 31% Recycled Nylon 3% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort


NEW
207 | CHESTNUT



NEW
960 | BLACK-WHITE



L88 | PEWTER BLUE



039 | LIGHT GRAY


MADE IN USA SHRED

Everyday Margarita Crew Socks

SW002091

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

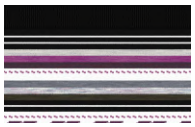
HEIGHT: Crew

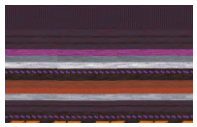
CUSHIONING: Zero Cushion

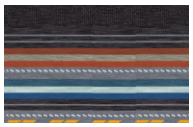
CONTENT: 55% Merino Wool 13% Nylon 29% Recycled Nylon 3% Elastane

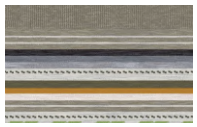
SIZES: S-XL

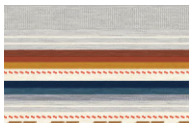
- Secure fit for all-day comfort
- Versatile durability
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort
- Comfort welt with 'stay put' fit


NEW
122 | WHITE



NEW
J99 | WILD SALMON



NEW
B72 | FROSTY GREEN



880 | FOSSIL



069 | ASH


MADE IN USA SHRED

Everyday Stitch Stripe Crew Socks

SW001999

WHOLESALE: $11.00 | MSRP: $22.00
Available to sell: 06/10/2024

Product Details

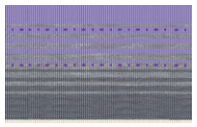
HEIGHT: Crew

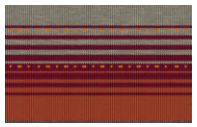
CUSHIONING: Zero Cushion

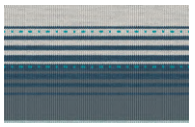
CONTENT: 53% Merino Wool 12% Nylon 32% Recycled Nylon 3% Elastane

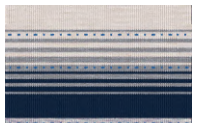
SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Shred Shield™ technology reduces wear from toes
- Virtually Seamless™ toe for enhanced comfort


NEW
L46 | ULTRA VIOLET



NEW
207 | CHESTNUT



NEW
039 | LIGHT GRAY



G74 | TWILIGHT BLUE




NEW

092 | DEEP NAVY



207 | CHESTNUT



052 | MEDIUM GRAY



001 | BLACK

MADE IN USA

Everyday Solid Rib Crew Socks

SW001887

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 55% Merino Wool 11% Nylon 32% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort



207 | CHESTNUT



052 | MEDIUM GRAY



001 | BLACK

MADE IN USA

Everyday Solid Rib Crew 2 Pack Socks

SW001888

WHOLESALE: $19.50 | MSRP: $39.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 55% Merino Wool 11% Nylon 32% Recycled Nylon 2% Elastane

SIZES: S-XL

- 2 Pack of Everyday Solid Rib Crew Socks
- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort



NEW

M84 | UVIOLET-PURP IRIS MARL





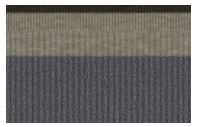
NEW

236 | TAUPE





880 | FOSSIL





001 | BLACK



MADE IN USA

Everyday Rollinsville Crew Socks

SW001889

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 56% Merino Wool 12% Nylon 31% Recycled Nylon 1% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort



NEW

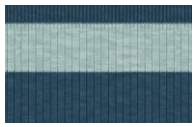
J33 | PICANTE





NEW

B72 | FROSTY GREEN





NEW

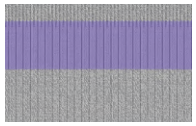
D11 | MILITARY OLIVE





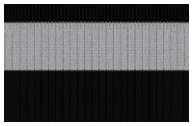
NEW

P29 | LIGHT GRAY-ASH





001 | BLACK



MADE IN USA

Everyday Barnsley Crew Socks

SW001880

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 68% Merino Wool 11% Nylon 20% Recycled Nylon 1% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


NEW
H76 | PURPLE ECLIPSE


NEW
A22 | MEADOW MAUVE


NEW
092 | DEEP NAVY


NEW
B72 | FROSTY GREEN


NEW
100 | NATURAL


NEW
236 | TAUPE


052 | MEDIUM GRAY


001 | BLACK

MADE IN USA

Everyday Jovianshere Crew Socks

SW001991

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 54% Merino Wool 10% Nylon 34% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


NEW
L90 | PURPLE IRIS


NEW
J96 | LAGUNA BLUE


NEW
069 | ASH

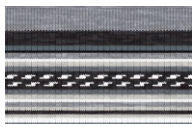


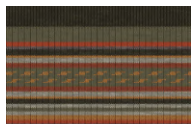





NEW
E27 | CHARCOAL-LIGHT GRAY


D11 | MILITARY OLIVE





MADE IN USA

Everyday ReGarita Crew Socks

SW001738

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 55% Merino Wool 12% Nylon 31% Recycled Nylon 2% Elastane

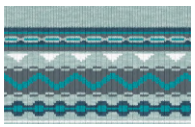
SIZES: S-XL

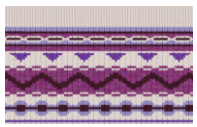
- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort

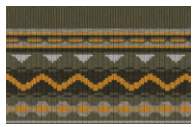

NEW
B72 | FROSTY GREEN


NEW
A81 | MOONBEAM


K18 | WINTER MOSS








003 | CHARCOAL



MADE IN USA

Everyday Hudson Trail Crew Socks

SW002249

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 10% Nylon 31% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


039 | LIGHT GRAY


M33 | BLACK-WINTER MOSS





MADE IN USA

Everyday Forest Loot Crew Socks

SW001891

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 47% Merino Wool 10% Nylon 41% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


092 | DEEP NAVY


B72 | FROSTY GREEN





NEW STYLE

MADE IN USA

Everyday Hare Chase Crew Socks

SW002507

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 13% Nylon 28% Recycled Nylon 2% Elastane

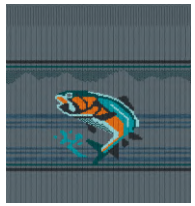
SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


J33 | PICANTE


L88 | PEWTER BLUE





NEW STYLE

MADE IN USA

Everyday Hookset Crew Socks

SW002506

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 55% Merino Wool 12% Nylon 31% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


H76 | PURPLE ECLIPSE


052 | MEDIUM GRAY





MADE IN USA

Everyday Mystic Moth Crew Socks

SW002285

WHOLESALE: $12.00 | MSRP: $24.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 53% Merino Wool 11% Nylon 33% Recycled Nylon 3% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort


L90 | PURPLE IRIS


003 | CHARCOAL


069 | ASH

NEW STYLE

MADE IN USA

Everyday Cable Knee High Socks

SW002516

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 63% Merino Wool 7% Nylon 29% Recycled Nylon 1% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Premium sweater feel
- Knee High length for cozy coverage



MARKETING STYLE

A81 | MOONBEAM



052 | MEDIUM GRAY



001 | BLACK

NEW STYLE

MADE IN USA

Everyday Knee High Socks

SW002517

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Light Cushion

CONTENT: 70% Merino Wool 8% Nylon 21% Recycled Nylon 1% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Premium sweater feel
- Knee High length for cozy coverage

Sweater & Holiday

Smartwool®

NEW STYLE
MADE IN USA

Everyday Waffle Press Crew Socks

SW002504

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew
CUSHIONING: Light Cushion
CONTENT: 77% Merino Wool 9% Nylon 13% Recycled Nylon 1% Elastane
SIZES: S-XL

- Premium sweater feel



MARKETING STYLE
G26 | TAUPE-NATURAL MARL

092 | DEEP NAVY

D11 | MILITARY OLIVE

100 | NATURAL

001 | BLACK

NEW STYLE
MADE IN USA

Everyday Digi-Tick Crew Socks

SW002505

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew
CUSHIONING: Light Cushion
CONTENT: 78% Merino Wool 8% Nylon 13% Recycled Nylon 1% Elastane
SIZES: S-XL

- Premium sweater feel



MARKETING STYLE
092 | DEEP NAVY

H76 | PURPLE ECLIPSE

100 | NATURAL

003 | CHARCOAL

MADE IN USA

Everyday Larimer Crew Socks

SW001890

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew
CUSHIONING: Light Cushion
CONTENT: 76% Merino Wool 9% Nylon 13% Recycled Nylon 1% Elastane 1% Other
SIZES: S-XL

- Premium sweater feel
- Secure fit for all-day comfort



NEW
K11 | HONEY GOLD

NEW
L46 | ULTRA VIOLET

NEW
A25 | TIBETAN RED

K18 | WINTER MOSS

G26 | TAUPE-NATURAL MARL

368 | BLACK-TAUPE HEATHER

NEW STYLE
MADE IN USA

Everyday Say It Ain't Snow Crew Socks

SW002626

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew
CUSHIONING: Full Cushion
CONTENT: 63% Merino Wool 10% Nylon 26% Recycled Nylon 1% Elastane
SIZES: S-XL

- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort



MARKETING STYLE
003 | CHARCOAL

L90 | PURPLE IRIS

MADE IN USA

Everyday Fair Isle Sweater Crew Socks

SW001881

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 70% Merino Wool 10% Nylon 19% Recycled Nylon 1% Elastane

SIZES: S-XL

- Premium sweater feel
- Secure fit for all-day comfort


NEW
L46 | ULTRA VIOLET


NEW
039 | LIGHT GRAY





MADE IN USA

Everyday Snowed In Sweater Crew Socks

SW002186

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 70% Merino Wool 11% Nylon 18% Recycled Nylon 1% Elastane

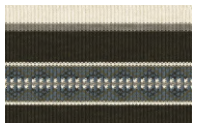
SIZES: S-XL

- Premium sweater feel
- Secure fit for all-day comfort


NEW
D11 | MILITARY OLIVE


NEW
069 | ASH


A25 | TIBETAN RED








G74 | TWILIGHT BLUE



MADE IN USA

Everyday Popcorn Polka Dot Crew Socks

SW001845

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 77% Merino Wool 8% Nylon 14% Recycled Nylon 1% Elastane

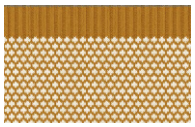
SIZES: S-XL

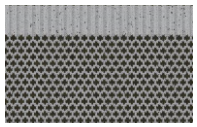
- Premium sweater feel


NEW
K11 | HONEY GOLD


NEW
K18 | WINTER MOSS


A25 | TIBETAN RED








100 | NATURAL


001 | BLACK





MADE IN USA

Everyday Popcorn Snowflake Pattern Crew Socks

SW001846

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 74% Merino Wool 8% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-XL

- Premium sweater feel


NEW
B72 | FROSTY GREEN


A22 | MEADOW MAUVE


A81 | MOONBEAM








069 | ASH





NEW

L46 | ULTRA VIOLET



NEW

B72 | FROSTY GREEN



NEW

K18 | WINTER MOSS



A22 | MEADOW MAUVE



A25 | TIBETAN RED



092 | DEEP NAVY



H46 | NATURAL DONEGAL



001 | BLACK

MADE IN USA

Everyday Popcorn Cable Crew Socks

SW001843

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 77% Merino Wool 8% Nylon 14% Recycled Nylon 1% Elastane

SIZES: S-XL

- Premium sweater feel



NEW

L90 | PURPLE IRIS



NEW

A25 | TIBETAN RED



001 | BLACK







MADE IN USA

Everyday Traditional Snowflake Crew Socks

SW001851

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 77% Merino Wool 9% Nylon 13% Recycled Nylon 1% Elastane

SIZES: S-XL

- Premium sweater feel



MARKETING STYLE

052 | MEDIUM GRAY



A81 | MOONBEAM



003 | CHARCOAL







NEW STYLE

MADE IN USA

Everyday Snowflake Dream Crew Socks

SW002623

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 66% Merino Wool 11% Nylon 21% Recycled Nylon 2% Elastane

SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort



MARKETING STYLE

A22 | MEADOW MAUVE



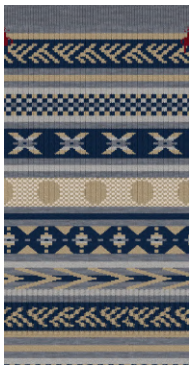
G74 | TWILIGHT BLUE



052 | MEDIUM GRAY







NEW STYLE

MADE IN USA

Everyday Cabin Games Crew Socks

SW002511

WHOLESALE: $14.00 | MSRP: $28.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 58% Merino Wool 11% Nylon 30% Recycled Nylon 1% Elastane

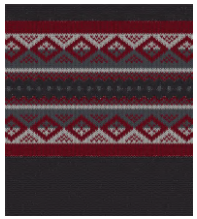
SIZES: S-XL

- Secure fit for all-day comfort
- Versatile durability
- Comfort welt with 'stay put' fit
- Virtually Seamless™ toe for enhanced comfort



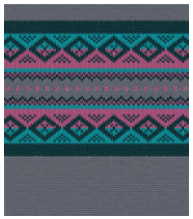
MARKETING STYLE

003 | CHARCOAL





052 | MEDIUM GRAY



NEW STYLE

MADE IN USA

Everyday Slipper Socks

SW002514

WHOLESALE: $18.00 | MSRP: $36.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Ankle

CUSHIONING: Maximum Cushion

CONTENT: 73% Merino Wool 9% Nylon 17% Recycled Nylon 1% Elastane

SIZES: S-XL

- Grippers on sole of sock
- Roll-top welt for a loose, comfortable fit
- Extra warm and cozy feel

Kids'

Smartwool

NEW STYLE

MADE IN USA IDW SHRED

Junior Ski Zero Cushion Aurora Flash Print OTC Socks

SW002625

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

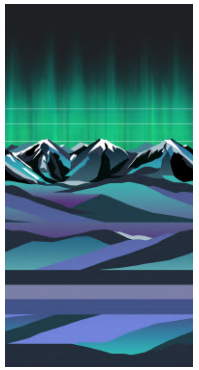
CONTENT: 54% Merino Wool 12% Nylon 30% Recycled Nylon 3% Elastane 1% Polyester

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



001 | BLACK



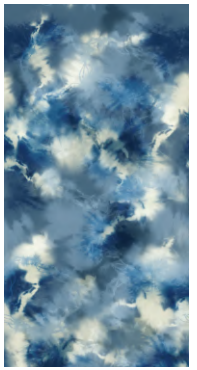


L90 | PURPLE IRIS



092 | DEEP NAVY





MADE IN USA IDW SHRED

Junior Ski Zero Cushion Tie Dye Print OTC Socks

SW002183

WHOLESALE: $13.50 | MSRP: $27.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Zero Cushion

CONTENT: 54% Merino Wool 12% Nylon 30% Recycled Nylon 3% Elastane 1% Polyester

SIZES: M-XL

- Indestructawool™ technology for enhanced durability
- 4 Degree™ elite fit system for a dialed-in, performance-oriented fit
- Shred Shield™ technology reduces wear from toes
- Wider welt for secure fit and comfort
- Body-mapped mesh zones for added breathability



NEW

G74 | TWILIGHT BLUE



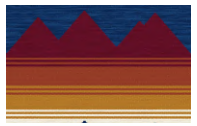


L89 | POWER PINK





B25 | ALPINE BLUE



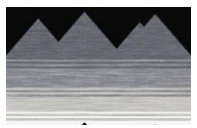


052 | MEDIUM GRAY





001 | BLACK



MADE IN USA

Kids' Ski Light Cushion OTC Socks

SW001814

WHOLESALE: $10.00 | MSRP: $20.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Light Cushion

CONTENT: 70% Merino Wool 11% Nylon 18% Recycled Nylon 1% Elastane

SIZES: XS-L

- Light cushion on shin, calf, and foot
- Flat knit toe seam for additional comfort



NEW

J96 | LAGUNA BLUE





L89 | POWER PINK





092 | DEEP NAVY





003 | CHARCOAL



MADE IN USA

Kids' Wintersport Full Cushion Stripe OTC Socks

SW001817

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 73% Merino Wool 11% Nylon 15% Recycled Nylon 1% Elastane

SIZES: XS-L

- Full cushion in leg and foot
- Flat knit toe seam for additional comfort



NEW

B72 | FROSTY GREEN





NEW

001 | BLACK





039 | LIGHT GRAY





L46 | ULTRA VIOLET



MADE IN USA

Kids' Wintersport Full Cushion Ski Day OTC Socks

SW001815

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 63% Merino Wool 10% Nylon 26% Recycled Nylon 1% Elastane

SIZES: XS-L

- Full cushion on leg and foot
- Flat knit toe seam for additional comfort



NEW

G74 | TWILIGHT BLUE





L46 | ULTRA VIOLET





B25 | ALPINE BLUE



MADE IN USA

Kids' Wintersport Full Cushion Yeti Pattern OTC Socks

SW001818

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 56% Merino Wool 11% Nylon 32% Recycled Nylon 1% Elastane

SIZES: XS-L

- Full cushion in leg and foot
- Flat knit toe seam for additional comfort



NEW

L89 | POWER PINK





H76 | PURPLE ECLIPSE





G74 | TWILIGHT BLUE



MADE IN USA

Kids' Wintersport Full Cushion Polar Bear Pattern OTC Socks

SW001816

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 58% Merino Wool 11% Nylon 29% Recycled Nylon 2% Elastane

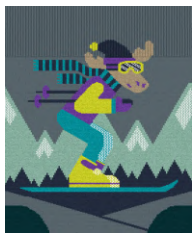
SIZES: XS-L

- Full cushion in leg and foot
- Flat knit toe seam for additional comfort



NEW

L88 | PEWTER BLUE





A81 | MOONBEAM





001 | BLACK



MADE IN USA

Kids' Wintersport Full Cushion Mountain Moose Pattern OTC Socks

SW002184

WHOLESALE: $10.50 | MSRP: $21.00
Available to sell: 08/10/2024

Product Details

HEIGHT: Over-The-Calf

CUSHIONING: Full Cushion

CONTENT: 56% Merino Wool 11% Nylon 32% Recycled Nylon 1% Elastane

SIZES: XS-L

- Full cushion on leg and foot
- Flat knit toe seam for additional comfort



NEW

L89 | POWER PINK



L46 | ULTRA VIOLET



092 | DEEP NAVY



039 | LIGHT GRAY

MADE IN USA

Kids' Hike Light Cushion Crew Socks

SW001691

WHOLESALE: $8.00 | MSRP: $16.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 53% Merino Wool 6% Nylon 39% Recycled Nylon 2% Elastane

SIZES: S-L

- Designed to fit perfectly in kids' shoes
- Sizing indicated on sock
- Flat knit toe seam for additional comfort
- Elasticized arch brace



A22 | MEADOW MAUVE

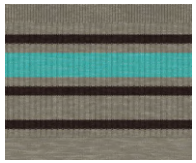


880 | FOSSIL



003 | CHARCOAL







MADE IN USA

Kids' Hike Light Cushion Striped Crew Socks

SW001693

WHOLESALE: $8.00 | MSRP: $16.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 57% Merino Wool 6% Nylon 34% Recycled Nylon 3% Elastane

SIZES: S-L

- Designed to fit perfectly in kids' shoes
- Sizing indicated on sock
- Flat knit toe seam for additional comfort
- Elasticized arch brace



L90 | PURPLE IRIS



J33 | PICANTE



052 | MEDIUM GRAY







NEW STYLE

MADE IN USA

Kids' Hike Light Cushion Hiking Bear Crew Socks

SW002476

WHOLESALE: $8.00 | MSRP: $16.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Light Cushion

CONTENT: 55% Merino Wool 6% Nylon 37% Recycled Nylon 2% Elastane

SIZES: S-L

- Designed to fit perfectly in kids' shoes
- Sizing indicated on sock
- Elasticized arch brace
- Flat knit toe seam for additional comfort



B25 | ALPINE BLUE



001 | BLACK

MADE IN USA

Kids' Hike Full Cushion Crew Socks

SW001686

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 60% Merino Wool 7% Nylon 31% Recycled Nylon 2% Elastane

SIZES: S-L

- Full cushion for extra comfort and durability
- Sizing indicated on sock
- Flat knit toe seam for additional comfort
- Elasticized arch brace



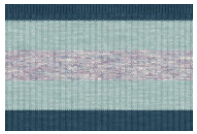


NEW

J99 | WILD SALMON

G74 | TWILIGHT BLUE

J96 | LAGUNA BLUE


MADE IN USA

Kids' Hike Full Cushion Striped Crew Socks

SW001690

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 64% Merino Wool 7% Nylon 27% Recycled Nylon 2% Elastane

SIZES: S-L

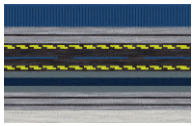
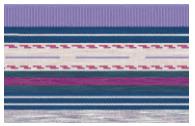
- Full cushion for extra comfort and durability
- Sizing indicated on sock
- Flat knit toe seam for additional comfort
- Elasticized arch brace




NEW

J96 | LAGUNA BLUE

L46 | ULTRA VIOLET

MADE IN USA

Kids' Hike Full Cushion Margarita Crew Socks

SW001692

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 64% Merino Wool 7% Nylon 27% Recycled Nylon 2% Elastane

SIZES: S-L

- Full cushion for extra comfort and durability
- Sizing indicated on sock
- Flat knit toe seam for additional comfort
- Elasticized arch brace

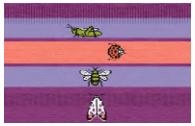
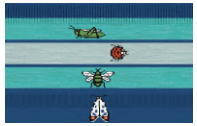




A22 | MEADOW MAUVE

J96 | LAGUNA BLUE

003 | CHARCOAL


MADE IN USA

Kids' Hike Full Cushion Garden Bugs Pattern Crew Socks

SW002182

WHOLESALE: $8.50 | MSRP: $17.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Crew

CUSHIONING: Full Cushion

CONTENT: 61% Merino Wool 7% Nylon 30% Recycled Nylon 2% Elastane

SIZES: S-L

- Full cushion for extra comfort and durability
- Sizing indicated on sock
- Flat knit toe seam for additional comfort
- Elasticized arch brace




NEW

L46 | ULTRA VIOLET

NEW

G74 | TWILIGHT BLUE




MADE IN USA

Toddler Trio Socks

SW001821

WHOLESALE: $15.50 | MSRP: $31.00
Available to sell: 06/10/2024

Product Details

HEIGHT: Booties

CUSHIONING: Zero Cushion

CONTENT: 56% Merino Wool 9% Nylon 33% Recycled Nylon 2% Elastane

SIZES: 24M, 3T

- Trio of cozy socks

Men's/Unisex Clothing Size Chart

Size	Chest	Waist	Hip	Arm Length	Inseam
XX-Small	32"–33" 81.5–84cm	24"–25" 61–63.5cm	31"–32" 78.5–81.5cm	30"–31" 76–78.5cm	**UNISEX:** 30"–31" 76–78.5cm
X-Small	33"–35" 84–89cm	26"–28" 66–71cm	33"–35" 84–89cm	31"–32" 78.5–81.5cm	**UNISEX:** 31"–32" 78.5–81.5cm
Small	36"–38" 91.5–96.5cm	29"–31" 73.5–78.5cm	36"–38" 91.5–96.5cm	31"–32" 78.5–81.5cm	30"–31" 76–78.5cm **UNISEX:** 31"–32" 78.5–81.5cm
Medium	39"–41" 99–104cm	32"–34" 81.5 –86.5cm	39"–41" 99–104cm	32"–33" 81.5–84cm	31"–32" 78.5–81.5cm
Large	42"–44" 106.5–112cm	35"–37" 89–94cm	42"–44" 106.5–112cm	33"–34" 84–86.5cm	32"–33" 81.5–84cm
X-Large	45"–48" 114.5–122cm	38"–40" 96.5–101.5cm	45"–48" 114.5–122cm	34"–35" 86.5–89cm	33"–34" 84–86.5cm **UNISEX:** 32"–33" 81.5–84cm
XX-Large	49"–51" 124.5–129.5cm	41"–44" 104–112cm	49"–51" 124.5–129.5cm	35"–36" 89–91.5cm	34"–35" 86.5–89cm **UNISEX:** 33"–34" 84–86.5cm

Women's Clothing Size Chart

Size	Chest	Waist	High Hip	Hip	Arm Length	Inseam
X-Small (2)	32"–33" 81.5–84cm	24"–25" 61–63.5cm	31"–32" 78.5–81.5cm	35"–36" 89–91.5cm	27"–28" 68.5–71cm	29"–30" 73.5–76cm
Small (4-6)	34"–35" 86.5–89cm	26"–27" 66–68.5cm	33"–34" 84–86.5cm	37"–38" 94–96.5cm	28"–29" 71–73.5cm	30"–31" 76–78.5cm
Medium (8-10)	36"–38" 91.5–96.5cm	28"–30" 71–76cm	35"–36" 89–91.5cm	39"–40" 99–101.5cm	29"–30" 73.5–76cm	31"–32" 78.5–81.5cm
Large (12-14)	39"–41" 99–104cm	31"–34" 78.5–86.5cm	37"–39" 94–99cm	41"–43" 104–109cm	30"–31" 76–78.5cm	32"–33" 81.5–84cm
X-Large (16-18)	41"–44" 104–112cm	35"–38" 89–96.5cm	40"–43" 101.5–109cm	44"–47" 112–119.5cm	31"–32" 78.5–81.5cm	33"–34" 84–86.5cm
Plus Size 1X (16-18)	43"–45" 109–114.5cm	39"–41" 99–104cm	44"–46" 112–117cm	45"–47" 114.5–119.5cm	31" 78.5cm	30"–32" 76–81.5cm
Plus Size 2X (20-22)	47"–49" 119.5–124.5cm	43"–46" 109–117cm	48"–50" 122–127cm	49"–51" 124.5–129.5cm	31" 78.5cm	30"–32" 76–81.5cm
Plus Size 3X (24-26)	51"–53" 129.5–134.5cm	47"–50" 119.5–127cm	52"–54" 132–137cm	53"–55" 134.5–139.5cm	32" 81.5cm	30"–32" 76–81.5cm
Plus Size 4X (28-30)	55"–57" 139.5–145cm	52"–55" 132–139.5cm	56"–58" 142–147.5cm	57"–59" 145–150cm	33" 84cm	30"–32" 76–81.5cm

How to Measure

1 Chest
Measure under the arms, around fullest part of chest and back circumference.

2 Waist
Measure around natural waistline, keeping tape a bit loose.

3 High Hip
Measure around high hip circumference approximately 3" below natural waistline.

4 Hip
Measure under the fullest part of hip circumference, parallel to the floor.

5 Arm Length
With elbow bent slightly, measure from center back of neck, across top of shoulder, to elbow and down to wrist bone.

6 Inseam
Measure along inside leg from crotch to ankle bone. Or measure a well-fitting base layer from crotch seam to pant leg bottom.



Women's
Tops Fit Guide



Slim Fit
Follows the contours of the body.

Regular Fit
Gives you room to move without additional bulk.

Relaxed Fit
Offers more room without being baggy.

Plus Size

Slim Fit
Follows the contours of the body.

Unisex
Tops Fit Guide



Standard Fit
Our regular fit cut shorter for roomy everyday wear.

Men's
Tops Fit Guide



Slim Fit
Follows the contours of the body.

Athletic Fit
Body-skimming to keep the body moving freely.

Regular Fit
Gives you room to move without additional bulk.

Women's
Bottoms Fit Guide



Low Rise
Sits low on the hips, approximately three inches below the belly button.

Mid Rise
Sits high on the hips, approximately two inches below the belly button.

High Rise
Sits above the hips, slightly above the belly button.

KIDS' APPAREL

Size	XX-Small	X-Small	Small	Medium	Large	X-Large
Age	2-3 years	4–5 years	6–8 years	9–10 years	11–12 years	13–14 years
Chest	22.5"–23.5"/57-60cm	24"–25"/61-63.5cm	25.5"–26.5"/65-66cm	27"–28"/68.5-71cm	28.5"–30"/72.5-76cm	30.5"–32"/77.5-81.5cm
Waist	20"-21.5"/50-55cm	22"–22.5"/56-57cm	23"–24"/58.5-61cm	24.5"–25"/62-63.5cm	25.5"–26"/65-66cm	26.5"–28"/67.5-71cm
Height	35"–41"/89-104cm	42"–48"/106.5-122cm	48"–54"/122-137cm	54"–57"/137-145cm	57"–60"/145-152.5cm	60"–62"/152.5-157.5cm
Weight	31–41lbs/14-19kg	42–49lbs/19-22kg	49–59lbs/22-27kg	59–75lbs/27-34kg	75–89lbs/34-40.5kg	89–100lbs/40.5-45kg

GLOVES

Hand Size	Glove Size
6–6.5" (15–16.5cm)	XS
7–7.5" (18–19cm)	S
8–8.5" (20.5–21.5cm)	M
9–9.5" (23–24cm)	L
10–10.5" (25.5–26.5cm)	XL

How to Measure Hands

Measure around a flat hand at the knuckles; do not include your thumb. Also measure your hand length from the base of your palm to the end of your middle finger. Use the larger of the two measurements to select your glove size.

HEADWEAR

Adults

Size	One Size Fits Most
Head Circumference	21.5"–23.5"/55-60cm

Kids

Size	Head Circumference
Small/Medium	20.5"–21.5"/52-54cm
Large/X-Large	21.5"–23"/54.5-58cm

SOCKS

Adults

Size	US Men	US Women	Euro	UK
Small	3–5.5	4–6.5	34–37	2–4.5
Medium	6–8.5	7–9.5	38–41	5–7.5
Large	9–11.5	10–12.5	42–45	8–10.5
X-Large	12–14.5	13–15.5	46–49	11–13.5
XX-Large	15-17.5	16-18.5	50-53	14-16.5

Fit	Calf Circumference
Standard	Up to 16.5"
Extra Stretch Calf	Up to 21"

Kids

Size	US	Euro	UK
X-Small	6–8.5	22–25	5–7.5
Small	9–11.5	26–28	8–10.5
Medium	12–2.5	29–32	11–13.5
Large	3–6	33–36	1–4.5
X-Large	6.5–8	37–40	5–6.5

Toddlers (based on average foot sizes for age group)

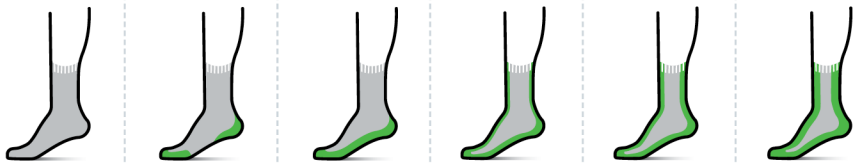
Size	Age
24M	12–24 months
3T	2–3 years
X-Small	4-5 years

SOCK HEIGHT GUIDE



No Show | Low Ankle | Ankle | Mid Crew | Crew | Tall Crew | Over the Calf

SOCK CUSHION GUIDE



Zero Cushion | Targeted Cushion | Light Cushion | Full Cushion | Extra Cushion | Maximum Cushion

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