



# COLOR Captures Consumers

by Charlene Nelson



*Gold Toe 4 Play Collection Sports Fun Colors and Patterns*



*Ked's Kids Socks Pack Colorful Accents*



*Acme-McCrary Socks Spring Alive With Interesting Designs*

Color will drive sales in socks, say manufacturers. Pink is hot, hot, hot, but so are brights. Rich pastels, even in the men's category, will also bring in the sales.

And, the trend toward less is more, the lower the better, is still very much alive.

What we'll see selling across-the-board are colorful no-shows and lo cuts, say designers. White fashion sport socks will still do well, but they'll be accented by patterns that shout color. Hawaiian prints, polka dots, florals and stripes will draw consumers.

"We've got ultra lows, no shows, lo cuts, foot covers and foot tubes," says Carol Alderman of Moretz Inc.

Gold Toe expects its best sellers for Spring to be in its new 4 Play (or Sport) collection of "unexpected patterns" in sports socks. Patterns include whimsical sunglasses, florals, dots, stripes and mesh weaves. Most silhouettes are liners or short quarter socks and come in ocean pink, royal blue, red, black with red, sunflower and citrus green.

"Traditional sport socks are turned upside down with pattern and color," says Gold Toe.

Moretz will lure customers with its new three-pair pack with ingrain patterns in no shows, lo cuts and quarters in pastel color combinations, raschel lace styles, and Sunsurra fibers.

"We are adding some color to the vanilla of sport," says Alderman.